

pate very  
ssociation  
re Ranch

Mary; two  
e Empire  
ches near  
, who re-  
G. Boice,  
onal Cat-

f a prom-  
ner Butte  
ited unex-  
geles after  
artner in  
ge with a  
n, elected  
dency of  
men's As-

P  
of the 2-  
gasoline  
which had  
dent, has  
The mea-  
l out by  
d to save  
ear in gas

ON

ah's state  
quired by  
inated for  
is to be  
is family  
ale. Such  
and follow  
ls.

ON

ional Live  
1956 meat  
(ed): Beef,  
5 million  
nds; pork,  
on in 1956  
Beef, 82  
lamb, 4.3

orporation  
up to 100  
ge bin ca-  
takeover  
1955 crop  
The CCC  
ty of 884  
ly full of  
e than 85  
e stored in  
est Coast

they may  
e.

ODUCER

# AMERICAN CATTLE PRODUCER

SD 1 A47

KS

IN THIS ISSUE: • EXPENSIVE BOARDERS  
WATER PROSPECTS • MEAT INSPECTION  
CATTLE ON FEED • SANTA GERTRUDIS

• THE CATTLEMAN'S BUSINESS MAGAZINE

For

Domestic  
Library



MAY  
1956



## Folks who "eat out" are among your best customers for meat

**... and here's what Swift is doing to broaden this market for your livestock.**

One out of every four American food dollars is spent for meals away from home . . . in hotels, restaurants, cafeterias, lunch counters and other eating places.

Consumers spend more each year for "eating out" than for automobiles, petroleum products or furniture and appliances.

To serve their customers, managers of restaurants and other eating places spend nearly seven billion dollars a year for food . . . about 40% of it for meat.

Giving half a million eating establishments the kind of products and services they want and need is a highly specialized business. And Swift & Company is organized and equipped to handle that job.

Several hundred Swift salesmen

work full time to build a broader market for meat in the "eating out" industry; more than 3,000 others spend part of their time calling on the restaurant and hotel trade. Almost 300 Swift sales units in cities from coast to coast are equipped to provide the special cuts and services this trade demands.

"Give the customer what he wants when he wants it." That's the motto of Swift's hotel and restaurant sales organization. Portion cuts to meet any restaurant manager's specifications are provided . . . including such specialties as lamb rings, beef delikettes and butterfly pork chops. Orders for dozens, hundreds and even thousands of individual portions, all alike in quality and varying an ounce or less in weight, are filled daily by Swift. Special delivery service, fast and sure, is an im-

portant part of this business, too.

That kind of service has helped boost restaurant sales to more than four times the volume in 1939. As the "eating out" business continues to grow, Swift will be working even harder to serve this outlet for meat . . . to broaden the market for your livestock.



*Tom Glaze*

SWIFT & COMPANY  
AGRICULTURAL RESEARCH  
DEPARTMENT  
UNION STOCK YARDS  
CHICAGO

**Swift**  
101<sup>ST</sup> YEAR

*To Serve Your Farm  
and Family Better*



# FRANKLIN

PROTECTIVE PRODUCTS

## Protect Against Livestock Losses!

Diseases and parasites are too costly to tolerate. The right Franklin product rightly used will save lives, conserve weight, and avoid most losses from infections and infestations.

Dependable Immunity Against

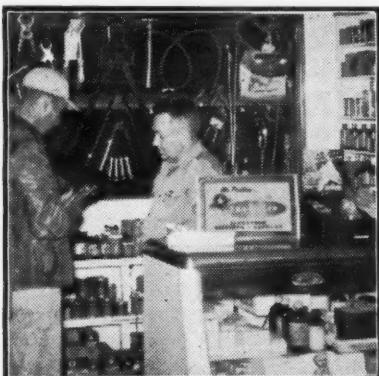
### BLACKLEG and MALIGNANT EDEMA

with one shot of

### FRANKLIN CL CHAUVEI-SEPTICUS BACTERIN

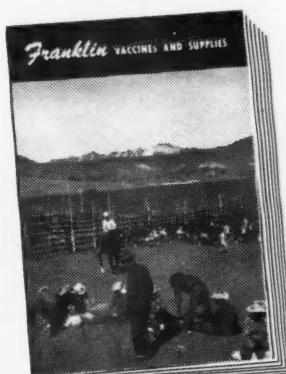
More stockmen vaccinate more calves with this famous brand than with any other.

★ Start building resistance against Shipping Fever with a spring dose of FRANKLIN CORYNEBACTERIUM - PASTEURELLA BACTERIN, to be followed by a booster dose in the fall. ★



#### HELP CLOSE AT HAND!

Your local Drug Store Franklin Dealer offers you both convenient stocks of Franklin Products and a knowledge of their proper use.



The big new Franklin catalog contains hundreds of helpful aids. Get your free copy from the local Franklin dealer or write

### O. M. FRANKLIN SERUM COMPANY

DENVER • KANSAS CITY • WICHITA • ALLIANCE • AMARILLO  
FT. WORTH • MARFA • EL PASO • MONTGOMERY • PORTLAND  
SALT LAKE CITY • BILLINGS • LOS ANGELES • CALGARY

### HORNFLY CONTROL

FRANKLIN

### Residual



### Spray Concentrate

is first choice for Homemade Sack Rigs and Automatic Oilers. Especially formulated for this use.

**SIMPLE - ECONOMICAL - EFFECTIVE**

### Spraying for HORN FLIES

gives quick kill along with long-lasting residual kill when you use FRANKLIN LICE-TICK-FLY DIP OR SPRAY. Wettable Powder and Liquid Concentrate.

### PINKEYE

Be ready for prompt action at the first signs of inflammation with proven products that inhibit bacterial infection, and that cleanse and soothe the affected eye.

FRANKLIN PINKEYE POWDER dissolves readily in eye fluids. Stays longer. Quick and safe results. Puffer Tube - \$1.00

FRANKLIN PINKEYE TREATMENT, 40cc plastic spray bottle, liquid, soothes, cleanses, inhibits. \$1.65

### Destroy SCREWWORMS!

The Franklin line includes all types needed for every requirement.

**Premium SCREWWORM CONTROL** with Lindane. Superior liquid killer.

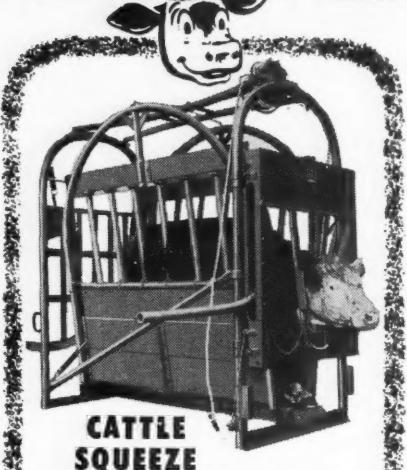
**PROTEC** — apply to fresh wounds as a protection against screwworms and as an aid to healing.

**KILTECT-100** an excellent dressing of broad usefulness. Kills Screwworms - Repells Flies - Protects wounds. Very economical. Convenient squirt can.

### SCREWWORM-EAR TICK BOMB

Kills quickly. Protects the wound. Easy to use. JUST SPRAY IT ON.

# TECO



## CATTLE SQUEEZE

The new, improved Teco Squeeze is the safest, fastest, most efficient ever designed. Completely portable, either on pick-up or on Teco's special easy-loading trailer. Patented triple-action headgate, closes quickly, locks automatically. Handy foot pedal release for neck lever.

Write today for full details and prices.

**THOMPSON & GILL, Inc.**  
Madera, California

Please send me details and prices on the following Teco products:

- Cattle Squeeze
- Horn Weights
- Cattle Stock
- Gate Hardware
- Calf Chute
- Branding Irons & Heaters

Name.....  
Address.....  
City..... State.....

**It's next to impossible for a man to retrace his steps when he doesn't know which direction he is headed.**



At last, a low cost, completely automatic cattle oiler, one that animals can't tear up, and won't wear out. Priced so low you can't afford to be without them. Easy to install. Attach to any post, anywhere. No service problems. Just fill 'em and forget 'em. Giant 3" marine rope provides perfect rubbing and scratching surface. Automatic valve releases just the right amount of oil onto rope as cattle use it. Oils cattle thoroughly. Nothing else like it! The "oiler of the future"! Install them now!

### Accept This "FREE TRIAL" OFFER!

Try Rope-Wick Oilers at our risk! Write for Illustrated Literature, quantity prices, and 30-Day Trial Plan.

**FARNAM EQUIP. CO.** Dept. 3  
8701 No. 29th St. — Omaha, Nebraska  
Okay! Send literature on Rope-Wick Oilers and details of "30-DAY TRIAL PLAN" to  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## To THE EDITOR

**SURE HELPS** — Enclose dues for another year which I am happy to send. We feel like new people today, as we had an inch of gentle rain in Cowley County which will be a wonderful help to sown oats, alfalfa, grass, barley and wheat.—Mrs. Chester Dunn, Kansas.

**HOPE SPRINGS ETERNAL** — It is very dry; no grass started; not much activity in trading; everything out of feed. Some small bunches still buying hay, but it's getting most all gone. You fellows keep up the good work—it will rain some day and prices get better, and we'll all be happy, I hope.—Chas. F. Durham, Wichita County, Kan.

**END OF WINTER** — We are just through a long winter and spring looks very good. The soil is full of water and there is a good snow pack with high moisture content in the mountains. We should have a good grass year unless the summer is unusually dry.—Garland Meador, Grant County, Ore.

**THE GOOD SIDE** — We have had a fine winter so far. It amuses me to hear about low prices for the farmers and ranchers. I have a ranch and admit that the rancher is hit the hardest of the two. Yet we live and the farmer lives. We both do not pay as much income tax. Those high prices really put us in the present shape. Ranchers sold less and kept cattle from year to year to avoid paying those high taxes and it caused more cattle in feedlots and on ranches. The soil bank should be forgotten. We may need the surplus. Anyway, we have had no wars in this Eisenhower administration, for which we are indeed grateful.—A Wyoming CowBelle.

**ABOUT SCOTCH HIGHLANDS** — The picture you published in the article on Scotch Highland cattle (December, 1955) is of the imported bull "David of Fordie," brother of the 1950 champion of Oban Scotland; he was the property of Baxter Berry of Belvidere, S. D.

We would like to make one comment on the article. Highland cattle will probably go through crusted snow better than other breeds, due to the protection from the heavy hair on the head, but they do not paw snow.

In January, 10 head of Scotch Highland yearlings were exported to Ecuador by Baxter Berry and the Paul Berry Estate. The shipment consisted of eight heifers and two bulls; they were transported to Miami by rail and from there flown to Quito. Last month, 25 cows and a bull were purchased from Baxter Berry by the medical director of the Massachusetts Institute of Technology, who operates a 7,000-acre farm in New Hampshire. Although the Highlands are very much a minor-

ity breed, there is an ever-growing interest in them, and the past year they have gone from coast to coast, Alaska, South America and points between. There were also three consignments for Canada. — Lyndall Berry, secretary, American Scotch Highland Breeders Assn., Belvidere, S. D.

**NOTHING LIKE MOISTURE** — Cattle have wintered through in good shape and there seems to be plenty of feed, but a good snow or rain is needed.—Martin Viersen, Lincoln County, Nebr.

**HAS A SUGGESTION** — I have a theory which is working for me, that I believe would be of material benefit to our industry. If our breeders could go to a yearling basis instead of a calf basis, it would eliminate 50 per cent of the cows from producing end of the picture and from the market when they go in as canners. I sold half of my

(Continued on Page 21)

## IN THIS ISSUE

Meat Inspect	9	Public & You	1
Drouth Sales	12	Beef Promo.	11
On Feed	18	Beef Council	11
Lookout	5	Markets	11
Editorials	7	State Pres.	30
Water Prospr.	11	Ladies' Page	22
Santa Gert.	27	CB Chimes	23
Woodchucks	16	Jr. Letter	26
Hereford Cong.	29	Breed, Sales	27
Photo. Conv.	20	Letters	4
Congress	30	Statistics	30
Assn. Notes	19	Calendar	30
Natl. at Work	8	Obituaries	30



VOL. 37, NO. 12

MAY, 1956

(Published monthly at 801 E. 17th Ave., Denver, Colorado, by American National Livestock Association Publishing Company. Entered as second-class matter June 11, 1919, at Post Office, Lincoln, Nebr. under Act of March 3, 1879. Acceptance for mailing at special postage provided for in Section 1103. Act of October 3, 1917, authorized on September 21, 1921. Subscription price: U. S. \$2 a year; Canada and foreign, \$2.50.)

801 EAST 17TH AVE., DENVER 18, COLO.

F. E. MOLLIN, Managing Editor  
DAVID O. APPLETON, Editor  
RADFORD HALL, Business Manager

Officers of the American National Cattlemen's Association:

President—Don C. Collins, Kit Carson, Colo.  
First Vice-President—G. R. Milburn, Grass-range, Mont.

Second Vice-Presidents — A. R. Babcock, Moore, Ida.; N. H. Dekle, Plaquemine, La.; Don Short, Medora, N. D.; O. W. Lynn, Burdett, Kan.; Hayes Mitchell, Marfa, Tex.  
Executive Secretary—Radford Hall, Denver, Colo.

Treasurer—F. E. Mollin, Denver, Colo.  
Traffic Manager—Charles E. Blaine, Phoenix, Ariz.

Assistant Traffic Manager—Calvin L. Blaine, Phoenix, Ariz.  
Field Representative—Russell Thorp.

Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

AMERICAN CATTLE PRODUCER

TH

L  
vol  
the

ing  
fall

M

Ca  
wi  
cer  
cat  
me

C  
su  
gra  
mo

H  
of  
ba  
wi

P  
th  
an  
ex

C  
an  
fo

C  
ac  
in  
d

I  
in

F  
in

May,

owing in  
year they  
t, Alaska,  
between  
ments for  
secretary,  
Breeders

— Cattle  
ood shape  
y of feed,  
needed.  
ity, Nebr.

I have a  
ne, that I  
benefit to  
could go  
of a calf  
er cent of  
d of the  
when they  
lf of my  
)

You ... 8  
no. ... 17  
neil ... 11  
... 14  
s. ... 30  
age ... 22  
es ... 23  
26  
les ... 27  
4  
... 30  
30  
s ... 30

DUCTER  
NESS MAGAZINE

MAY, 1956

7th Ave.  
onal Liv-  
Company.  
1, 1919,  
r Act of  
mailing at  
ection 1103.  
on Sept.  
e: U. S.  
50.

8, COLO.  
ng Editor  
Editor  
Manager

attlemen's

son, Colo.  
n, Grass-

Babcock,  
aine, La.  
L. Lynam,  
arfa, Tex.  
Denver,

Phoenix.

L. Blaine.

National  
head of

DUCER

# The Lookout

**Livestock production** will continue high during 1956, says the USDA's Agricultural Marketing Service, but it will ease off from the exceptional volume of the past winter. Cattle marketings will stay large, with a new high expected on the year's total.

A probable reduction in the 1956 spring pig crop will likely be followed by reduced farrowings this fall. Consequently, hog slaughter will drop below a year earlier in late summer or fall, and will stay below for some time to come.

Demand for meat remains about unchanged.

**Meat animal marketings** so far this year have totaled considerably above corresponding months of 1955. January-March beef production was a new high for the quarter—12 per cent above a year ago, and pork output was up the same.

Veal, lamb and mutton production has been close to that of a year earlier. Under pressure of heavy supplies, meat animal prices averaged considerably below early 1955.

**Cattle slaughter** the rest of the year is expected to average as high as last year, but will be made up of fewer fed cattle of top grades and more off grass or with limited feeding. Number of cattle and calves on feed Apr. 1 in leading states was 8 per cent below last April; smaller proportion has been on feed over three months. This year, fed cattle will not be carried to as heavy weight and high finish as in 1955. Supplies of intermediate and lower grade cattle promise to be up considerably.

**Cattle and calf prices** in April were generally below those of last April, with prices of better grades down most. Market supplies in prospect indicate a substantial price rise on top grades of slaughter cattle sometime this summer or fall. Lower grades will likely decline seasonally in price; stockers and feeders will likely be below last year most months of 1956.

**Hog marketings** for the year will probably total a little more than in 1955. Much of the 12 per cent larger fall pig crop has already moved to market. Slaughter of sows this summer will equal or exceed last year's. Smaller marketings later in year are based on progressive reduction in farrowings. The reduction in the whole country's spring crop will likely be greater than the 2 per cent planned.

**Prices received** by farmers so far this year for calves, sheep and lambs have not been as far below year-ago prices as those of cattle and hogs. Large calf marketings this summer and fall may put downward pressure on calf prices. Seasonal marketing changes and supplies of other meat animals will determine, largely, sheep and lamb prices, which are expected to stay close to 1955 averages.

**Consumer incomes** are at new highs and further expansion is in prospect this year. But as in recent years the costs of processing and marketing foods are higher, and much of the gain in consumer spending for food will reflect increased demand for services.

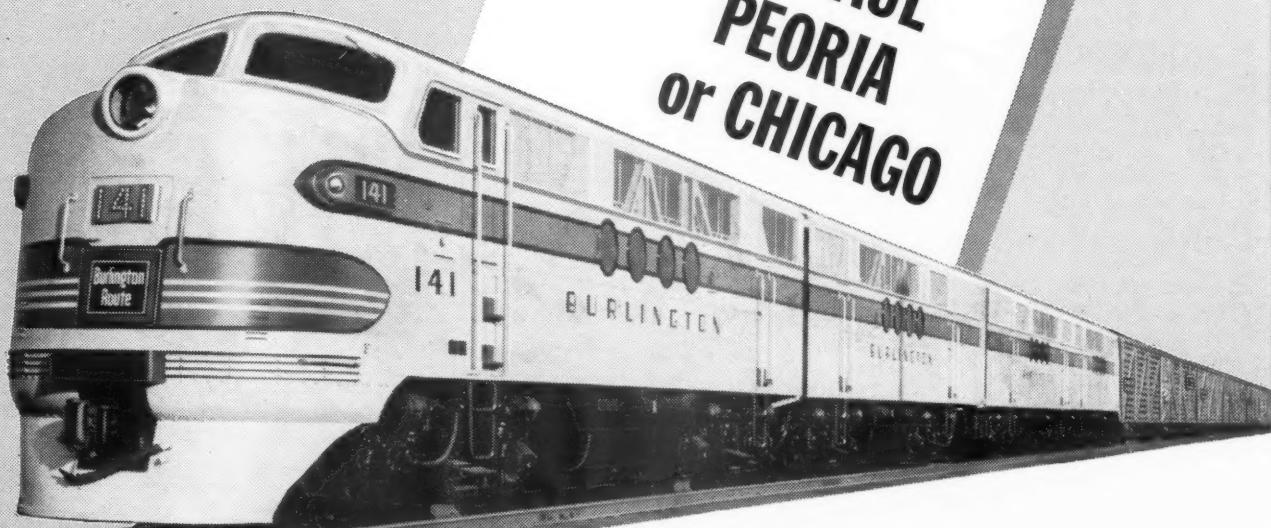
**General economic activity** leveled off in late 1955 and early 1956 after rapid expansion in 1955. Prospects for business investment, construction activity and government spending suggest renewed strength. Employment and consumer incomes may go to new highs. Further price increases are in prospect for a number of industrial products.

Consumer outlays for autos and housing probably will not equal high levels of 1955. More incomes will likely go into repayment of greatly expanded indebtedness.

**Business prospects** according to recent reports, are creating optimism among business men. A recent SEC and Commerce Department survey of businessmen's investment plans for 1956 points to further expansion in outlays for new plant and equipment. Programmed investment expenditures for year are up 22 per cent—and expanding market for investment goods will be major factor bolstering economic activity of coming months.

*If you're  
shipping to...*

DENVER  
OMAHA  
SIOUX CITY  
ST. JOSEPH  
KANSAS CITY  
ST. LOUIS  
ST. PAUL  
PEORIA  
or CHICAGO



*-it pays to  
**SHIP VIA BURLINGTON!***

Proper care en route and prompt delivery at destination are essential in the profitable marketing of your livestock. Next time, every time . . . protect your investment by shipping your stock via BURLINGTON.

**BURLINGTON LINES**  
*Everywhere West*

Chicago, Burlington & Quincy Railroad  
Colorado and Southern Railway  
Fort Worth and Denver Railway



## The Weakness of Supports

A SIDELIGHT or two on price supports, which are being offered so generously by Congress these days, makes interesting reading.

A glance at some government tables showing parity figures for corn, wheat and beef cattle shows that neither corn nor wheat in any month of any of the six years since 1950 ever got up to parity; beef cattle however were well above parity for almost three out of the six years.

We realize that parity for cattle went on a new base in 1950 and corn stayed on the old base and would have been a bit higher on the new.

Nevertheless, we believe the high beef cattle parity percentages of the period are meaningful.

We believe the comparison means that the price supports which have caused overproduction have also functioned as a ceiling on the prices because of over-production and surpluses.

The cattle industry has no such stored surplus. Its prices will some day rise, not having a storage problem to stop them. But surpluses in both corn and wheat lie over these commodities like a dead hand.

\* \* \*

THERE'S ANOTHER little item involved in high supports, and that is production controls. Producers of basic crops have been cut back on production to the point that many of them are nearly out of business. "A cotton farmer with a three acre allotment, a tobacco farmer with his one-acre allotment, or a wheat farmer with an allotment of 60 per cent of what he used to grow, needs something besides 90 per cent of parity," says Assistant Agriculture Secretary Earl Butz.

We agree with that. What he needs most of all is to get rid of the surpluses bearing down on him.

## Heifer Programs

THE AMERICAN NATIONAL'S bi-monthly membership publication, "Cow Business," has this to say about various kinds of heifer programs considered by cattlemen groups seeking ways to relieve present high-numbers pressure on prices:

"One suggestion calls for paying premiums for heifers going directly to slaughter from the range. The American National believes that the dumping of heifers now would only overburden the market at a time when feeders are struggling to recover and would add extra confusion at fall buying time. According to government figures, the heifer population out of all categories showed the only major decrease.

"A second suggestion calls for spaying. Several colleges have run tests on spayed vs. open heifers and conclude that a spayed heifer will not gain as fast as an open heifer. It is pointed out that the operation makes a scar at the lower end of the loin and the scar does not hold up in aging and must be trimmed out, thus making the carcass unacceptable to the chains that have aging programs."

## Proposed Land Study

SENATOR LONG of Louisiana has introduced a bill to establish a federal-state land study commission in states desiring it. Each such commission would have five members appointed by the President, two from the executive branch and two from nominations by the governor of the state involved.

The commission would study the relationship of federal and state land ownership to the total land in the state or county; the relation of federal ownership of forests and grassland to other public and private ownership; the relative benefits of federal or private ownership with respect to resources and whether management of lands now in federal ownership by state or local or private owners would reduce or increase the benefits; and the relative benefits of federal, state and private management in terms of administration costs, tax and other factors.

The bill provides for recommendation to the President of desired changes by the commission. The President would plan for disposal of the land as recommended—or if he decided that such land should be retained, he must give reasons. The bill provides for the manner of sale. The plan would be submitted to Congress and would be carried out unless disapproved by that body. National and military parks, monuments, recreation, wildlife, wilderness and similar areas could not be disposed of.

\* \* \*

IT IS INTERESTING that a state with as little federal land as Louisiana—3.7 per cent—should find it desirable to recommend such legislation. What then should one say of the typical western state with 50 per cent or more of its land in federal ownership?

Surely these states would find even more cause for such a study.

## Public Should Pay

ARIZONA has a meat inspection law that will become effective July 1. Under terms of the new law financing of the inspection will be jointly by the state and the industry.

Therefore that state will have an inspection service just like our federal meat inspection, which next month will celebrate its 50th anniversary—the services are alike, except for one important difference—the national inspection is paid for entirely by the government.

\* \* \*

ACTUALLY, the inspection of meat is a service performed for the consumers of meat, to guard the consumers' meat supply, whether the meat is prepared and sold entirely within the state or for outside consumption. In both cases the public gets the benefit of health protection and pocketbook savings when it can count on wholesomeness and truthful labeling.

So we believe it is entirely right that the federal government should pay the entire cost of federal meat inspection. We believe the same statement should apply to state inspection.

## The 'National' At Work

Stephen Hart, attorney for the National Live Stock Tax Committee which is supported by the American National and other livestock organizations, has a story in this issue on the involuntary conversion rule—to make it applicable also to forced sales of livestock because of drouth. Under it, the producer would not have to pay a tax on money received because of a forced sale, provided he reinvests the money within a year in stock of the same kind that had to be sold. Mr. Hart asks stockmen to write their congressmen urging enactment of the amendment.

President Don Collins of the American National appointed John Marble of California, chairman of the American National's marketing committee, to fill the vacancy on the National Live Stock and Meat Board created by retiring member Hub Russell, a former president of the National. Mr. Collins also appointed Mr. Marble on a special committee to study the problem of beef grading.

G. R. Milburn of Grass Range, Mont., made a 500-mile trip to tell the Ravalli County Improvement Association a few things about cattle associations and what they do. He stressed the self-help and independent spirit of the cattle associations. The county is made up of ranches, irrigated farms and Forest lands.

A report of work of the five-man National Brucellosis Committee, of which T. F. Arnold, Valentine, Nebr., chairman of American National's sanitary committee, is a member, indicates that 23 states have set target dates for the next five years when they hope to have dairy herds certified as modified brucellosis-free, and all but one of these have set similar dates for beef cattle. Three states are certified.

American National Traffic Managers Chas. E. Blaine & Son represented livestock and other interests in an Arizona intrastate freight rate case in which a recent decision denied increased freight rates for livestock, cottonseed cake and meal and several other products . . . Blaine & Son have long urged a law to provide for recovery of attorney's fee in actions for recovery of damages sustained in transportation. Recently such a bill was introduced. The traffic managers explain that such a law is needed because of the custom of railroads generally to make loss and damage settlements on a 50 per cent basis and if a shipper decides to go to court he generally must pay attorney's fee.

Don Short, long active in American National work, was re-elected president

of the National Beef Council at a recent meeting. All other officers were re-elected, including Jay Taylor, immediate past president of the American National, as advisory board chairman.

May and June are the months for a series of spring meetings of western cattlemen's associations. Dates and places for the state association conventions include: May 7-9, Oregon association in Bend; May 10-12, Washington association, Spokane; May 20-22, Montana convention, Billings; May 23-25, Colorado meeting, Colorado Springs; June 4-6, North Dakota association, Minot; June 5-7, Wyoming convention, Rawlins; June 7-9, South Dakota meeting, Deadwood; June 14-16, Nebraska meeting, North Platte. American National President Don Collins and Executive Secretary Rad Hall are between them slated to attend these meetings.

The National Live Stock Tax Committee will hold a meeting in the American National Building in Denver May 15-16. On the agenda is the choosing of a new chairman of the committee to succeed the late Frank S. Boice of Sonoita, Ariz.

Executive Secretary Radford Hall has filed a statement opposing S. 1636, a bill calling for more humane methods of slaughtering livestock. He emphatically favors humane handling of livestock at every stage, but objection is based, among other things, on the fact that packers and the American Humane Association are currently cooperating in industry-wide tests for final evaluation of a new instrument for slaughter—thus rendering legislation unnecessary.

The American National is opposing H.R. 5550, which calls for U. S. membership in the Organization for Trade Cooperation (OTC) which has been approved by a House committee. The National, through Executive Secretary Rad Hall, has expressed opposition even though amendments are included designed to prevent OTC from taking over tariff-setting duties of Congress. Reason is that the amendments do not apply to the General Agreement on Tariffs and Trade (GATT) which OTC would police and administer. GATT already has wide authority and could amend itself.

### CLIP-ONS BOOST BEEF



## The Public . . . And You

BY LYLE LIGGETT

Cattlemen and CowBelles of Fremont County, Colo., have hit upon a stunt which not only sells extra beef but which helps to build friendship between town and ranch.

Just before Father's Day last year, arrangements were made to give free pony rides with each beef purchase. Supermarkets gave full cooperation in pushing beef and in distributing coupons for the rides. Ranches rounded up all the gentle ponies and horses of the county and set up their pony rings at handy locations in Canon City. Before the big day was over more than 1,600 rides were given, which retailers said represented tons of extra beef sales.

Although a fine, low-cost gimmick for Father's Day beef promotion, it is suitable for use in many areas to augment any community activity or to focus extra attention on beef—and the cattle industry—at any time.

Details are given elsewhere in this issue of how Arizona cattlemen pitched in to give metropolitan newspaper, newsreel and TV photographers a real picture of the cattle and beef industry of the West.

After the busy four days of the National Press Photographers Association convention in Chandler, Ariz., one cowman commented: "We maybe didn't sell any beef right off, but I'll bet they won't be using Holsteins as 'real western-type cows' in their pictures any more."

And, not incidentally, hundreds of press photographers now know that Arizona is an important cattle state—not just a tourist mecca.

California CowBelles are developing a beef promotion plan which recognizes that everyone has "budget troubles."

Too often home economics teachers and television food program directors have had to use "extenders" or substitutes because the budget was not sufficient to provide the beef needed for conduct of classes or programs. The CowBelles are correcting that.

New, attractive, full-color menu clip-ons, suggesting delicious roast beef, are being used in restaurants and other eating places throughout the country. The clip-ons were developed and made available to the restaurant trade by the



National Live Stock and Meat Board, which conducts an intensive nationwide program of meat promotion, research and education. (The clip-ons are also available to cattlemen's groups.)

This picture shows how the eye-catching clip-on, when attached to a typical menu, immediately focuses attention on taste-tempting roast beef. Restaurant operators who have made use of the clip-ons report very noticeable increases in servings of roast beef.

# Fifty Years of Federal Meat Inspection

THIS YEAR marks the golden anniversary of the federal meat inspection service. For 50 years this agency, with full cooperation of packers and processors, has guarded the nation's meat supply—in the public interest.

For half a century, the round purple stamp on federally inspected meat has assured homemakers that the meat comes from healthy animals and is clean and wholesome. The same assurance in print is on the label of federally inspected canned meats and other meat products, including nowadays the latest in frozen meat patties, meat pies and TV dinners.

On June 30, 1906, Congress enacted the law requiring government supervision over cleanliness and wholesomeness of meat that is marketed in interstate and foreign commerce. The secretary of agriculture is responsible for

issuing regulations necessary in carrying out provisions of this law and for maintaining the federal meat inspection service. The work began in the United States Department of Agriculture's Bureau of Animal Industry. It is now carried on by the meat inspection branch of the Agricultural Research Service of the department. The inspection work deals with cattle, calves, sheep and hogs for meat use.

Currently, 80 per cent of the meat and meat food products produced commercially are processed for interstate use, and bear the purple stamp or a legend on the can, package or jar, attesting federal inspection and approval.

Meat and meat food products prepared and sold entirely within a state are not required to be federally inspected but are subject to state and local inspection requirements.

The federal meat inspection system is effective because: The law is preventive . . . need not wait for violations to occur; the regulations combine the strict and the practical; industrial establishments cooperate well with federal inspectors.

## Benefits to all concerned

A half-century of federal meat inspection has brought benefits to the meat-eating public and to the entire meat industry, as well:

- **The public gets health protection and pocketbook savings when it can count on wholesomeness and truthful labeling of meat purchases.**
- **Everyone whose livelihood depends on meat in any way profits from public confidence in a wholesome meat supply. This valuable goodwill asset has a strong stabilizing effect on meat buying.**
- **Livestock producers and feeders especially benefit because they are thus assured of a better market for their meat animals—and for the grains and grasses which livestock convert into highly concentrated and nutritious foods. The inspection system permits early detection of obscure animal diseases, thus affording added protection against losses in livestock herds and flocks.**

## Looking backward

When federal inspection of this country's meat supplies began, a foundation for the work was already laid.

In 1890, at the request of the meat industry, Congress enacted a law providing federal inspection of meat for export. Foreign markets for meat were then large. This country's share in the profitable trade was threatened because European buyers wanted official evidence that our meats came from



healthy stock. The law of 1890 saved this export trade.

The law of 1890 had the more far-reaching effect of giving the Department of Agriculture experience in establishing a meat inspection system, and providing the standards, regulations and trained staff for such work.

When Congress in 1906 enacted the law providing for federal inspection of the domestic meat supply prepared for interstate use, federal inspection for the export trade was already being conducted in 163 establishments in 58 cities. The inspection service was in a position to start on its bigger task without delay. In 1907, the first full year under the new law, federal inspection was maintained in 702 establishments in 196 cities.

The service, from its beginning, set its objectives high and drafted regulations minutely detailed. Procedures and policies that were adopted for insuring the production of wholesome meats established a standard that has become a pattern for the entire world. These methods are still followed, and as a result our meats are unexcelled in wholesomeness by those of any other country.

## How the system works

The broad scope of the law and the responsibilities of the service are shown in the following list of seven distinct lines of duty:

Inspecting sanitation of the establishment.

Inspecting animals before slaughter.

Inspecting carcasses and internal organs of animals after slaughter.

Inspecting meat processing, preparation of meat food products.

Destroying material condemned for food purposes.

Supervising application of the stamp or label indicating federal approval.

Maintaining chemical, bacteriological, pathological and zoological laboratories, to furnish inspectors with information needed in making proper decisions.

As the list indicates, federal inspection begins with approval of a plant's construction and equipment. Specialists on the federal meat inspection staff pass on the suitability. Once a plant set-up is approved and inspection started, the establishment is required to maintain the sanitation standards. Other re-

## HIGHLIGHTS

**June 30, 1906—Congress passed the law requiring federal inspection for cleanliness and wholesomeness of all meat moving in interstate and foreign commerce.**

**Today—80 per cent of the nation's commercial meat supply bears the small purple circle indicating federal approval—the largest proportion in our history. The remainder is subject to state or local sanitary regulations.**

**Today—1,154 meat processing establishments are under federal inspection as of Jan. 31, 1956, the largest number so far.**

**Now—more than 100,000,000 meat animals are being slaughtered annually under federal inspection . . . and the number is increasing.**

**Cooperation—Packers and processors cooperate actively with the federal meat inspection service to assure the public of a continuing supply of clean and wholesome meat, free from adulteration and truthfully labeled.**

**Benefits—Federal meat inspection benefits the consumer in health protection and economic advantage . . . the industry by its powerful effect on consumer confidence . . . the farmer by contributing to a steady consumer demand for meat.**

**Cost—Federally financed meat inspection assures the public of a clean and wholesome supply of meat and meat products at a cost of 9 cents per person per year, less than 15 cents per animal slaughtered—a tiny fraction of a cent per pound of meat and meat products consumed.**

**(Information in this report furnished by Meat Inspection Branch, Agricultural Research Service.)**

## FIGURE FACTS

### Importance of Meat

The United States meat industry is the world's biggest . . . its output is 25 billion pounds a year. People in this country use nearly all of this.

One-fourth of our food money goes for meat, the leading item in family food budgets.

Currently, the average person in this country eats about 160 pounds of meat a year. This is one of the principal reasons the United States today is one of the best fed nations in the world.

Nutritionally important, meat from cattle, calves, sheep and hogs provides 25 per cent of the protein in this country's food. Along with this valuable, high-quality protein, meat provides generous proportions of calories, fat, minerals and vitamins for good nutrition . . . 30 per cent of the fat; 16 per cent of the calories; 25 per cent of the iron; 33 per cent of the niacin; 25 per cent of the thiamin; 15 per cent of the riboflavin; 9 per cent of the vitamin A.

### Wholesomeness of meat

Fully 80 per cent of this country's commercial production of meat is currently marketed with the federal

quirements include efficient lighting, good drainage and good ventilation, ample hot water under pressure, convenient places at which to sterilize instruments and for workers to keep clean. Machinery moves slowly enough to allow inspectors to examine properly each carcass as it passes before them.

To keep up with progress, regulations are revised from time to time. For example, plumbing and lighting requirements have changed. Stainless steel for hooks, tables and trucks has replaced metals that could be kept rust free only by constant polishing.

Many federal meat inspectors are graduates in veterinary medicine, with special training for their particular field. They are in charge of all inspection of animals and carcasses for disease. The remainder are given special training for their assignments. All inspectors in the service must qualify, not only in ability, but also in character and personal health.

**Inspection of meat begins with live animals resting in holding pens in the yards. Here, the trained inspector picks out any animal that looks abnormal. He ear-tags such animals either "U. S. Condemned" or U. S. Suspect." If tagged condemned, the animal is excluded then and there from prospect of food use. If tagged suspect, the animal is slaughtered separately and the carcass is given special examination before it is passed or rejected.**

stamp of approval—the largest proportion in our history.

Meat animals slaughtered under federal inspection currently number about 100,000,000 . . . and the number is increasing.

Federal inspectors in 1956 are servicing 1,154 establishments (as of Jan. 31) . . . the largest number so far. The number of plants serviced is increasing, with the trend toward decentralization in the industry and the introduction of many new products, such as frozen meat pies and meat and vegetable plates.

### Cents and dollars

Federal inspection is federally financed, costs the United States about 9 cents per person a year.

Cost of federal inspection per pound of meat is a tiny fraction of 1 cent.

Cost per animal inspected is less than 15 cents.

### Healthy farm stock

Prevailing soundness of this country's farm stock is shown by the small percentage of animals found unfit during federal meat inspection. In recent years condemned animals amount to only about 1/4 of 1 per cent of those federally examined.

Following this pre-slaughter inspection comes the post-slaughter inspection given to every carcass that starts on the meat route. Inspectors examine the glands and organs as well as the carcass, and give special attention to parts in which abnormalities are likely to make their first appearance. This system of detailed inspections, together with careful reporting, makes it possible quickly to trace obscure animal diseases directly back to herds from which they came. Steps can then be taken immediately to stamp out all possible sources of infection, often resulting in savings to producers that otherwise might be disastrous.

Federal supervision and inspection continue through each stage of the meat's preparation for market. All along the line the public gets the benefit of any doubt.

The round purple stamp is placed on each inspected-and-passed carcass and cut—fresh or frozen; also on sausages and cured meats. The purple stamping fluid is harmless, and consumers have no need to remove it from meat they cook. A number on each stamp indicates the packinghouse where the meat was prepared.

Where meats are cured or otherwise processed, federal inspection calls for supervision of every procedure and material used . . . for example, the cleanliness of cans and all ingredients packed in them . . . methods used in filling and

sealing cans . . . adequacy of heat applied in canning.

Final approval takes the form of a printed statement on the can, wrapper, or other container: "U. S. Inspected and Passed by Department of Agriculture." Before this approval, the label itself passes accuracy tests to be sure that pictures and wording give an exact description of the contents. Each year thousands of proposed new labels are submitted by inspected establishments for approval.

Condemned carcasses or parts of carcasses are kept under the inspector's control. Such meat is held under federal lock and key until it is processed for fertilizer or inedible grease. Salvage of unfit meat combines practical thrift with safe disposal.

From time to time, inspectors take samples of finished meat products and ingredients, and other materials used at an inspected establishment. They send the samples to one of the seven laboratories maintained by the meat inspection service for chemical analysis or other tests. These laboratories test even such things as the cleaning solutions used in a plant and the plastic materials for packaging meats, to make sure that the material will not contaminate the meat.

Salaries of federal meat inspectors are paid by the government. However, the industry reimburses the department for the cost of providing overtime service. The system has been highly efficient from the start.

Counting all operations, administration and laboratory tests, meat inspection costs in the federal system amount to less than 15 cents an animal. Individually, they amount to 9 cents a year for each of us—which is only a tiny fraction of a cent per pound of meat consumed.—From USDA.

### NEW CATTLE GRADE

Division of the Commercial grade of slaughter cattle into two new grades, Standard and Commercial, comparable to the revised grades for carcass beef that will be effective June 1, has been proposed by USDA. Present grades for slaughter cattle are Prime, Choice, Good, Commercial, Utility, Cutter, and Canner.

### Predicts Market Expansion

The market for beef will expand with the incoming change in the USDA's beef grade change, says Harry Smith, extension livestock marketing specialist at Colorado A&M College. He refers to the June 1 date for splitting the present commercial grade into "standard" and "commercial"—the standard label to be applied to beef from younger animals. A belief that commercial grade means beef only from older animals has kept many consumers from buying it; Mr. Smith predicts a much better acceptance of the new standard grade.

Good  
In Pa  
Short

A CO  
tern of a  
in the Pa  
short or c  
marked  
ture's ar  
western  
summer.

Stream  
much a  
northern  
declining  
summer  
Mexico a  
in Arizo  
quarter  
abundan  
ing irriga  
Washing  
Many re  
handle e

Water  
adequate  
rado, U  
fornia's  
shortage  
areas in  
the Salt  
in south  
plies we  
per Col  
in Colo  
as we

Mild  
for the  
Colorado  
the sout  
in Calif

Fore  
for Apr  
000,000  
normal,  
Dalles,  
126 per  
River a  
acre-fe  
the Co  
Colorado

BE

BE  
PI  
Best

heat ap-  
orm of a  
n, wrap-  
Inspected  
Agricul-  
the label  
be sure  
ve an ex-  
ts. Each  
ew labels  
establis-  
ts of car-  
nspector's  
nder fed-  
processed  
ase. Sal-  
practical

ctors take  
ucts and  
ials used  
t. They  
the seven  
the meat  
analysis  
ories test  
ing solu-  
the plastic  
to make  
contami-

nspectors  
However,  
depart-  
ng over-  
has been

ministra-  
t inspec-  
an amount  
mal. In-  
cents a  
s only a  
ound of

ADE

grade of  
y grades,  
mparable  
cass beef  
has been  
rades for  
Choice,  
tter, and

nsion

and with  
USDA's  
y Smith,  
special-  
He re-  
etting the  
o "stand-  
ef from  
hat com-  
only from  
consum-  
predicts  
the new

ODUCER

# Good Water Prospects In Pacific Northwest-- Shortage in Southwest

A CONTINUING SIX-YEAR PATTERN of ample to record water prospects in the Pacific Northwest tapering off to short or critical supply in the Southwest marked the Department of Agriculture's annual April summary of the western water outlook for the coming summer.

Streamflow from snow-melt will be much above average in the whole northern half of western United States, declining sharply in the south, where summer flow of the Rio Grande in New Mexico and Colorado river tributaries in Arizona is expected to be only one-quarter of normal. Supplies will be abundant along all major streams serving irrigated areas of Idaho, Oregon, Washington and northwestern Montana. Many reservoirs were being lowered to handle expected inflow.

Water was expected to be reasonably adequate in the northern parts of Colorado, Utah, Nevada and most of California's Central Valley, with critical shortages again in one or two localized areas in Utah, along the Rio Grande, in the Salt River Valley in Arizona, and in southern California. Adequate supplies were counted upon along the upper Colorado River and its tributaries in Colorado, Wyoming and New Mexico as well as in northern Utah.

Mild to severe shortages were seen for the area south of a line from central Colorado through Great Salt Lake to the southern end of the Central Valley in California.

Forecasts for major western streams for April to September included 131,000,000 acre-feet, or 135 per cent of normal, for the Columbia River at The Dalles, Oregon; 2,850,000 acre-feet, or 126 per cent of normal, for the Missouri River at Toston, Montana; 10 million acre-feet, or 99 per cent of normal, for the Colorado River at Grand Canyon, Colorado; and 375,000 acre-feet, or 45

per cent of normal for the Rio Grande at Otowi Bridge in New Mexico.

Irrigation reservoir storage is generally about normal in the Northwest, but below normal in most other western states as a result of below-average streamflow in 1955 and earlier years. Storage has declined to a fraction of the normal levels of a few years ago in New Mexico, Arizona and parts of Utah and Nevada, where underground water supplies were reported being depleted, crop acreage reduced and municipal supplies restricted in extreme cases.

The supply outlook by states:

**ARIZONA** — Prospects poorest since 1938, with runoff forecasts for flows 10 to 40 per cent of 1938-52 average, and reservoir storage now only about 20 per cent of capacity and 60 per cent of normal. Prospective summer supplies adequate for Salt River Valley, but little or no carryover storage. San Carlos project faces another short supply that pumping can relieve only in part. Almost all other Arizona areas in substantially same situation. Normal supply anticipated only for projects along Colorado River main stem, including Yuma.

**CALIFORNIA** — Above normal water in prospect for north of Bakersfield latitude. Remainder of state generally unsatisfactory. Pumping from groundwater basins, supplemented by supplies conserved by Central Valley Project and on Colorado River will alleviate local surface shortages. Agricultural supply around San Diego will be greatly deficient. Demand on ground water basins to compensate deficiency in surface supplies will aggravate overdraft conditions further in basins in western and southern San Joaquin Valley and south coastal area.

Snow pack content in Cascade Mountains and Sierra Nevadas 20 per cent normal on Tule River to 150 per cent on upper Sacramento and Feather River watersheds. Snow-melt runoff on Cascade Mountains and Sierra Nevada streams will be above 1955-60 per cent of average in Tule River to 156 per cent on Feather River, and double 1955 on most streams.

**COLORADO** — Except for Rio Grande, outlook is improved over past two years. South Platte drainage in northeastern Colorado snow melt season streamflow expected 25 per cent above normal, and along Arkansas River 75 per cent of normal. Supplies generally adequate along main streams of Colorado River drainage. Streamflow should range 75 per cent normal in southwestern Colorado to 125 on Upper Colorado River near Continental Divide. Inflow to Lake Meade expected near average, equal to combined 1954-1955 flows. Rio Grande drainage in Colorado slightly improved over past two years, but supply less than normal and short of demand. Soil moisture in irrigated areas good on west slope, fair to good in eastern Colorado—material improvement over 1955.

**IDAHO** — Northern Idaho has record snow pack, with excellent water outlook and heavy flow on Kootenai, Clearwater, Salmon and Payette rivers. Boise River also has extremely heavy snow pack, but careful reservoir operations expected to control flow. In southern Idaho, snow pack close to normal, with average supplies forecast and drought broken.

Reservoir storage good throughout state and above normal in most drainages in southern edge of state, except where lowered for expected heavy flows.

**KANSAS** — Outlook for Arkansas River in western Kansas only fair but slightly improved over year ago; about 40,000 acre-feet in John Martin reservoir. Soils dry. Summer precipitation needs to be above normal for adequate water.

**MONTANA** — Mountain snow pack well above 1955 and 15 to 30 per cent more than average. Tributaries to main stem of Missouri River, for example, have snow pack 13 per cent more than 1955 and 7 per cent above average. Flow of Missouri into Fort Peck will be 27 per cent more than average. Also heavy pack in Yellowstone River basin, indicating 5,100,000 acre-feet will flow past Billings April to September. At Williston, N. D., flow of combined Missouri and Yellowstone rivers will send 14 million acre-feet into Garrison Reservoir, with 5,500,000 acre-feet subject to regulation at Fort Peck. Over Columbia River basin in Montana, water in snow pack considerably more than 1955. Snow pack in Kootenai River basin in northwestern Montana close to 17-year record; exceedingly heavy flows indicated.

**NEBRASKA** — Supplies along North Platte in western Nebraska will be average. Valley soil moisture good. Irrigated sections outlook on Kansas River watershed good to excellent; adequate storage for expected demands.

**NEVADA** — Irrigation supplies excellent to very poor. Mountain soils saturated. April 1 storage in irrigation reservoirs 60 per cent capacity and 97 per cent 1938-52 average. Streamflow from east-central Sierras will range 120-130 per cent average. Nearly normal flow will occur along Humboldt and tributaries in north. In south, groundwater recharging from snow pack will be deficient.

**NEW MEXICO** — Drought of past two years and prospective water shortages continue along Rio Grande; total storage and expected runoff indicating 25-40 per cent normal for irrigated districts it serves. Outlook on Carlsbad and Tucumcari project fair to good, based on carryover storage and fair to good soil moisture. Runoff of San Juan through New Mexico expected 75 per cent normal and adequate for local demands.

**OKLAHOMA** — Altus reservoir on W. C. Austin project contains 36,000 acre-feet, 50 per cent normal. With reservoir inflow much below normal, outlook only fair.

**OREGON** — Even areas pinched by shortages in 1955 will have ample. Unusually heavy snow pack and wettest watershed soils in years assure better than average late-summer streamflow. Water also 17 per cent greater than average in 20 important reservoirs, averaging 80 per cent capacity. Many spilling to make room for expected heavy streamflow. Many streams expected to produce flows ranking in top 10 per cent of highest historical records.

**SOUTH DAKOTA** — Black Hills snow pack extremely low, indicating a shortage of irrigation water, but storage in reservoirs serving Black Hills districts 109 per cent normal and 64 per cent usable capacity.

**TEXAS** — Irrigated areas of west Texas along Rio Grande again will be very short. Elephant Butte reservoir has same amount of water as in 1955, less than 20 per cent normal. Total streamflow available for irrigation probably will not exceed 25 per cent normal, or similar to 1955 situation. Outlook fair to good on Pecos River, with 100,000 acre-feet in storage in Red Bluff reservoir compared to 85,000 normal and 162,00 a year ago.

**UTAH** — Water users in northern Utah can look for supplies 30 per cent below to 20 per cent above average. In southern Utah, recent dry weather created critical water shortage on most streams, particularly for irrigated areas along Sevier River, with April-September runoff expected only fifth of average. Combined storage in Sevier River reservoirs third less than last year and 40 per cent average. Central Utah streams have fair prospects. Some expected shortage there will not become critical unless dry weather continues.

**WASHINGTON** — With exception of Elwha River headwaters and Olympic Peninsula, mountain watersheds had greatest snow pack of record on Apr. 1; and April snowfall increased it to point where seasonal snow-melt flow expected to range up to 120 and 190 per cent of normal on some streams. Among the many record snow measurements was 329 inches snow with 150 inches water equivalent Mar. 29 on Cayuse Pass snow course on headwaters of Yakima and Cowlitz rivers. Irrigation reservoirs filled to 56 per cent usable capacity and 85 per cent of the 1938-52 normal. Franklin D. Roosevelt Lake, the major flood control reservoir on Columbia River, is 80 per cent capacity and 101 per cent normal for Apr. 1, compared to 15 per cent last year.

**WYOMING** — Outlook for North Platte and (Continued on Page 17)

## BEEF PROMOTION POSTERS GO TO 12,000 STORES

### BEEF IS NOW PLENTIFUL!

Best selections - Best buys



### BEEF IS NOW PLENTIFUL!

Best selections - Best buys



Two of the colorful posters the American Meat Institute has sent to 12,000 stores in a special campaign which also involved advertising in seven major magazines.

The program is part of a special beef promotion effort of the National Live Stock and Meat Board, USDA, retailers, other packers and cattle-men's groups.

## How Much Will Your Calf Crop Bring?

There is little you can do to change the cattle market. SO, the size of your check comes from the quality of beef you raise and the pounds you sell.

Proper Stocking Rates increases the pounds of salable beef per acre on any given range.

THEN, quality American Brahman blood paves the way for a 15% heavier load of top grade feeder and slaughter cattle.

Is there room in your operations for cost-cutting by increased production?

Let us supply you with the practical and scientific basis for this statement.

FREE! Write Dept. G:



AMERICAN BRAHMAN BREEDERS ASSOCIATION

1208 LOUISIANA • HOUSTON 2, TEXAS

## Angus heifers make SUPERIOR MOTHERS

### Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

### Give more milk

Angus cows are alert, aggressive mothers . . . provide more milk for their calves. Gives you bigger calves to sell. Be ahead! Build an Angus herd! Buy Black heifers!

American Angus Assn., Chicago 9, Ill.

## PROPOSED LEGISLATION For Tax Relief When Livestock Are Sold Because of Drouth

By Stephen Hart

**TAX RELIEF LEGISLATION** which is vital to the welfare of stockmen who have been and are being forced to sell livestock because of drouth is presently pending before Congress, and every such stockman should be aware of it and give this legislation active support. All that is needed for this legislation to be enacted is a final push since in principle it already has the approval of the Treasury and the appropriate committees of both houses of Congress. Here is what this legislation has to offer the drouth-stricken stockman as far as his distress sales of livestock are concerned:

Under the 1954 Internal Revenue Code, and specifically Section 1033 thereof, it is provided in substance that when a taxpayer involuntarily converts property into money, and makes a profit on the transaction, he will not be taxed on this profit provided he meets certain requirements.

For example, when a barn burns down, if the barn had been depreciated to a value of \$500 and the stockman received \$1,000 from the insurance company, he would have realized a gain to the extent of \$500 and in the absence of the provisions of Section 1033 (known as the "involuntary conversion" section) he would have to pay a tax on that \$500.

Under the involuntary conversion section he need not pay a tax on that \$500 if he invests all of it in the purchase of a new barn within one year from the date of the destruction of the barn or such longer period as the secretary of the treasury agrees.

Although these involuntary conversion provisions have been in the code for many years and the Congress has thereby recognized that it is unfair to tax a man on an enforced profit reinvested in similar property, nevertheless these provisions have not applied to stockmen who were forced to sell their livestock because of drouth.

Thus, for example, Stockman Jones who is on a cash basis has 100 cows which he has raised and which he is forced to sell because of drouth. He realizes, say, \$10,000 from the sale; and since these cows stood on his books at no cost, his gain from the transaction is virtually the full \$10,000. He is required to pay the government a large part of this in taxes. Thus, without any fault on his part, Jones loses a sizeable amount of tax money to the government when he needs this money to replace his herd at the expiration of the drouth.

### Purpose of Proposal

The proposed legislation calls for an amendment of Section 1033 whereby in-

voluntary conversion would specifically cover sales of livestock because of drouth. If this proposed legislation is enacted into law, Jones will not have to pay any tax on the \$10,000 received by him because of his forced sale, provided that within one year, or such longer time as the secretary agrees is reasonable, he reinvests the \$10,000 in purchase of stock of the same kind as that which he sold. Thus Jones will have available to him all of the sale proceeds for the purpose of purchasing a new herd at the expiration of the drouth and he will not have been penalized tax-wise because of the drouth.

As to the legislative background of this proposed amendment of Section 1033, a similar amendment was unanimously approved by the Senate Finance Committee in 1954 and added at that time as a Senate Finance Committee amendment to H. R. 6440. However, H. R. 6440 died by adjournment of Congress and is still not law.

In 1955, bills providing for a similar amendment were introduced into the House by Representatives and approved in principle by the House Ways and Means Committee. Certain amendments of the wording of these bills have been worked out with the Treasury Department, including the elimination of a requirement that in order to qualify, the drouth area involved has to be declared a drouth disaster area by the President.

This requirement would unreasonably limit the relief contemplated, because drouth is no respector of the county or state lines which circumscribe the officially declared disaster areas, and, what's more, the time a stockman sells

## Carelessness Kills Tomorrow's Trees Too!



Remember—Only you can PREVENT FOREST FIRES!

specifically  
cause of  
lation is  
not have  
received  
ale, pro-  
or such  
grees is  
0,000 in  
kind as  
nes will  
the sale  
purchas-  
ation of  
ve been  
of the

ound of  
Section  
s unani-  
Finance  
at that  
mmittee  
However,  
of Con-

similar  
into the  
pproved  
ays and  
ndments  
ave been  
Department  
of a re-  
lly, the  
declared  
e Presi-

asonably  
because  
ounty or  
the offi-  
s, and  
man sells



## **SULMET® improves cattleman's profit statement SULFAMETHAZINE**

**... cuts losses**

Linnon Johnson, manager of Melton Hereford Farms, Chickasha, Oklahoma, a long-time user of SULMET reports:

"I consider Lederle's SULMET one of the developments available to ranchers which can improve the complexion of their profit and loss statements because it has done a great deal to decrease the hazards of profit-robbing diseases such as shipping fever, foot rot, calf scours, pink eye and bacillary enteritis.

"Having a treatment for these diseases such as SULMET, which is the quickest-acting medication I've found, means that cattle will start eating again and stop the 'fall-off' that usually accompanies these diseases. This shortening of the duration of the sickness can represent a considerable dollars and cents saving to the rancher.

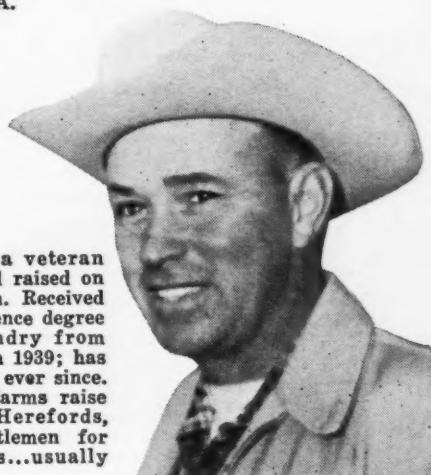
"SULMET is priced approximately the same as when it first came on the market 7 or 8 years ago... I'd consider almost anything a bargain that can be bought at near the same price as 8 years ago!"

Depend on SULMET. Available from your veterinarian, druggist or feed dealer.

*Reported by*

**LINNON JOHNSON, Manager**  
MELTON HEREFORD FARMS  
CHICKASHA, OKLA.

Mr. Johnson is a veteran cattleman, born and raised on an Oklahoma ranch. Received his Bachelor of Science degree in Animal Husbandry from Oklahoma A & M in 1939; has worked in livestock ever since. Melton Hereford Farms raise mostly purebred Herefords, sold to other cattlemen for breeding purposes...usually run about 200 head.



**Lederle**

LEDERLE LABORATORIES DIVISION

AMERICAN CYANAMID COMPANY

PEARL RIVER, NEW YORK

**FARNAM** **TRAK-TOR**  
**Sprayers**

Powered by NYRO "Nylon Roller" Pump! Plenty of pressure and volume for any and all spraying jobs.

**As Low As \$69.50 COMPLETE!**

**UP TO 350 POUNDS PRESSURE**  
Volume - 4½ Gals. Per Minute  
At Normal PTO Speed!

**BETTER BUILT Sprayers** with all brass fittings, neoprene spray hose, "leak-proof" ferruled hose connections! Complete with controls, gauges, hose fittings, and connections. Quality-built throughout, yet priced for less!

**WRITE For Catalog** showing variety of Trak-Tor Sprayers! High pressure "gun-type" sprayers for livestock, orchards, buildings. "Wide-Jet" field & crop sprayers. Also All-Purpose sprayers that handle any and every spray job. *ALL at new low prices!* write —

**FARNAM CO. Dept. 3 OMAHA, NEBR.**

**Silver King** **VETERINARY CHUTE**

The choice of leading veterinarians from coast to coast! The only chute in the world with front and side opening!

- CATTLE CHUTES
- CALF TABLES • SCALES
- FEEDERS • CORRAL PANELS • GATES

Free Catalog

**HELDENBRAND & SON**  
P. O. Box 2367 • Phone RE 6-5757  
OKLAHOMA CITY, OKLAHOMA

#### FINALLY SEES MEAT NEED

The Battle Creek (Mich.) Sanitarium has reversed its 90-year-old policy of serving no meat. Roast beef, lamb, chicken and turkey will be added to the menu to step up the protein content in patients' diets.

**NU-WAY CATTLE OILER**  
TO KILL FLIES and LICE!

"ONLY" \$21.50

Nu-Way, Roll-Type, Wick. Large Manila Cable. Acts like a sponge. Absorbs and releases oil as the animals rub against it. All Automatic. Cattle treat themselves. Rugged construction. Chain re-inforced. Cattle can't break them. Lasts for years. No service problem. Easy to fill tube. COMBINATION OFFER: Oiler, 1 Gal. Methoxychlor Concentrate FREE. Both for "ONLY" \$21.50. Mail check now. Write for quantity prices and 30 day Free Offer.

**NU-WAY**, Box 552, Sioux City 2, Iowa

**CASTRATION**  
SAFE . . . SURE . . . EASY

**USE BURDIZZO**  
BLOODLESS CASTRATOR  
USED SUCCESSFULLY  
OVER 30 YEARS. YOU GET . . .

• Minimum growth set back  
• No hemorrhage  
• Minimum surgical shock  
• No septic infection  
• No maggots  
• No screw worms

Ask your dealer for the original bloodless castrator made by La "Burdizzo" Co., Turin, Italy

BE SURE IT'S STAMPED **BURDIZZO** WITH THE WORD

is at the inception of a drouth—not when it has run its course and been officially recognized.

The revised bill is limited to drouth. It was originally proposed that the bill should include not only drouth, but other disasters such as blizzards, floods, hurricanes, etc. I think that in principle it should extend to such other disasters, but they are not as frequent causes of forced sales of livestock as is drouth, and the Treasury Department is presently opposed to broadening the bill to that extent. I think that bill should be thus broadened and our National Live Stock Tax Committee will continue to urge such broadening. However, it is the general feeling that if the Treasury Department remains adamant it would be better to have

the bill enacted as it is presently worded and hope that an amendment can be effected at some later date.

#### Quick Action Needed

It is important that the bill be enacted as soon as possible. It should apply to the year 1955, and the longer it is delayed the greater is the possibility that the Congress, disliking retroactive laws, will feel that it should be applicable only to the year 1956. Originally, the bill was to be applicable only to the year 1954, but it was so apparent that Congress would not be willing to make the bill retroactive to that extent, that the bill as presently drafted covers only the year 1955. In view of this situation, you should contact your senators and congressmen at the earliest possible time.

encouragement. An over-all reduction of 8 per cent in numbers on feed in 14 major feeding states was reported, with Corn Belt proper showing a 9 per cent reduction. This falls in line with inspected slaughter for the first three months, which figures just over 8 per cent above a year ago. Although the first two months of 1956 saw a 12 per cent increase in slaughter, the March kill was only up about 3 per cent from last year.

#### Pattern Noted

A rather interesting pattern as to intended marketings during the April-June period was reflected. In the Corn Belt area, indications were that peak marketings would not be reached until May. In the western states, intentions showed April to be the peak month, with May tapering off. Both areas indicated June marketing would be the smallest of the three months. Again, the results of last year's corn crop were reflected in numbers on feed. In the eastern Corn Belt, where the crop was good, numbers are up slightly, but in the western Corn Belt where the crop was poor in some areas, the reduction is rather sharp. Nebraska, for instance, reported a 36 per cent drop in numbers, compared with a year ago. Another interesting set of figures: the three-state comparisons for Iowa, Nebraska and Illinois, which show that the total in these states as of Apr. 1 is the smallest since the year 1952.

With steers making up such a large percentage of slaughter, the proportion of cows has been relatively small. Thus, demand has continued good for cows with prices at least 50 cents higher the past month. Beef cows of utility grade sold from \$11.50 to \$12.50, with commercial bringing \$13 to \$14. Canners and cutters bulked at \$9.50 to \$11.50, light canners occasionally dropping under \$9. A limited volume of good stock cows changed hands at \$100 to \$140 per head, some with calves at side.

#### Some Prices

The recent upturn in fed cattle prices improved interest in weighty feeder steers, after this class had found a nar-

row demand. Prices advanced good and pound up range of \$100 occasional kinds. Some and choice California weighing Good and in reliable 700-800-pounding considerable term feed.

The yearling yearling 650 pounds rather firm. A choice steers were also steer calves nearly 500 pounds of reaching and choice small volume.

In the able straits were reported fall delivery good market expected to be better at

**Lambs**  
Recent placed se

row demand earlier in the year. With prices advancing 50 cents to \$1 or more, good and choice feeder steers 800 pounds upward moved up to a price range of \$16 to \$17.50, with \$18 to \$19 occasionally paid for fleshy short-term kinds. Some sizeable strings of good and choice feeders were reported in California off grass at \$17 to \$18, some weighing up to 1,000 pounds or better. Good and choice feeding heifers were in reliable demand at \$15 to \$17, some 700-800-pound weights already carrying considerable finish bought for short-term feeding at \$17.50 to \$18.

The supply of choice quality light yearling steers scaling around 600 to 650 pounds suitable for grazing was rather limited and prices on these were firm. A small volume of good and choice sold at \$18 to \$19.50. Calves were also a scarce item, good and choice steer calves \$19 to \$21, scaling 400 to nearly 500 pounds, with an occasional sale of weights under 400 pounds reaching to \$22. Heifer calves of good and choice grades were reported in small volume at \$16 to \$19.

In the southern plains several sizeable strings of choice yearling steers were reported under contract for next-fall delivery at \$17 per cwt., at least a good many of these destined to be shipped to the West Coast, and some expected to weigh up to 750 pounds or better at delivery time.

#### Lambs

Recent showers on the West Coast placed sellers in a stronger position and

prices worked 50 cents to \$1 higher on the current crop of spring lambs. After a large volume had sold early at \$19 to \$20 to slaughter, recent sales moved up to \$19.50 to \$20.75, with \$21 paid sparingly. Feeder lambs also strengthened in that area, good and choice feeders \$17 to \$18.50.—C.W.

#### AN IDEA THAT WORKS

Herman Oliver, a typically resourceful cattleman who knows and wants to impress on others the importance of organization, recently came up with a fine idea. It involves selling an old cow that's become just an expense to the owner, and using the proceeds for paying dues, strengthening the cattle associations' position, and promoting beef.

More than \$1,200 net came into the coffers of the Oregon Cattlemen's Association on Mar. 23, when the Umatilla Cattlemen sponsored an "old cow sale". Nineteen cattlemen donated cows to the sale, for which facilities were also contributed free; of the 19, seven new members and nine already on the rolls paid into the state association treasury.

The plan is to be a continuing one, with the commission company offering to handle any old cows brought in and turning over the money to the state group.

Mr. Oliver said his idea arose out of his preoccupation with the current cattle situation, with prices continuing to go down even as the rest of the economy stays strong.

#### Lightning Protection

The following rules are given in the USDA'S Farmer's Bulletin No. 1512, "Protection of Buildings and Farm Property From Lightning."

1. Do not go out-of-doors or remain out during thunderstorms unless necessary. Stay inside a building where it is dry, preferably away from fireplaces, stoves and other metal objects if the building is not protected by rodding.

2. If there is any choice of shelter, choose in the following order:

Large metal or metal-frame buildings or buildings that are protected from lightning;

Large unprotected buildings;  
Small unprotected buildings.

3. In all cases it is best to stay away from open doors and windows.

4. If remaining out-of-doors is unavoidable, seek shelter in a cave, a depression in the ground, a deep valley or canyon, the foot of a steep or overhanging cliff, in dense woods or in a grove of trees—but beware of floods, falling trees and branches. Also keep away from:

Small sheds and shelters in exposed locations;

Isolated trees;

Wire fences;

Hilltops;

Large, open spaces.

5. The occupants of an automobile are practically immune.

## Announcing Annual N Bar Ranch Angus Sale

at the Ranch

# October 13, 1956

Registered and Commercial

## FOUNDATION FEMALES

Registered

## BULL CALVES

"Direct from Our Pastures to Yours"

Jack Milburn  
Manager

N Bar Ranch  
Grass Range, Montana



The shot of a woodchuck was made by Dr. H. H. T. Jacison, Fish and Wildlife Service.

## The Woodchucks—Expensive Boarders

By Gene Sperry

IF YOU HAVE A MEADOW or hay field lined with woodchuck burroughs, then you are losing money yearly. For six active groundhogs will eat as much in a season as one of your cows.

Although sportsmen and ranchers have tried to stamp out the spread of woodchucks, they have enough natural cunning to survive and multiply. This wild animal, which ranges all the way from the eastern coast to the shores of the Pacific, is a definite money loser to the livestock producer.

Actually, he is the laziest of all the animals. Outside of a sudden spurt of energy when he is digging a new home, the groundhog leads a very leisurely and inactive life. This is the reason he becomes so fat. According to nature, this he must do in order to survive the long winters of snow and cold. As the bear and other hibernating animals, he lives off the fat accumulated during the lush days of summer.

Officially called the *Arctomys monax*, the woodchuck has also branched out into the groundhog and marmot. As the best fed and most unafraid denizen of the woodlands, this sun-loving creature has been truly named the philosophical "Red Monk" of the fields.

The luxurious life of the woodchuck, the proverbial grasshopper of the gnawing world, is in vast contrast to the other wild animals.

He awakens early while the dew is still on the clover and grass, and partakes of a generous breakfast—one that your cow could be having, instead. Then he retires for a short siesta in his many-entranced den. At noon the woodchuck lolls in the sun before the main door of his establishment. After a pleasing sunbath he strolls out leisurely for his evening meal.

Popular legend and superstition, of an unknown origin, has it that the wood-chuck **ALWAYS** arises from his winter torpor on Feb. 2. Then he comes to the surface and if he sees his shadow on the snow he will retire for another six weeks to slumber in his grass-lined den, but if no shadow is observed he will be active through a mild spring.

**There is no concrete confirmation of this story, but ground-hog day has become a part of our yearly calendar.**

Unfortunately, the woodchuck has few natural enemies. Once the bear, wolf, lynx, bob-cat and mountain lion took their toll of his easy life, but today only the energetic fox and man are his enemies. Although generally slow of movement, the woodchuck can move almost too rapidly for the normal marksman. Trapping is the surest way of ridding yourself of this expensive pest. Or you can shoot 'em.

The animal is approximately 24

inches in length and is quite heavy and thickset. He has extremely short legs and a short, bushy tail. He ranges in color from grizzly to yellowish grey or yellow, with black and rusty underparts and black feet.

A thick, warm coat of fur and an extra thick coat of fat insures the woodchuck a fine winter of sleep. However, it is your grass and clover he has been fattening on all summer.

It is foolish to allow an unneeded animal the free use of your meadows and farm lands. Rid yourself now of the unnecessary expense of maintaining a colony of woodchucks.

### TEXAS GETS DROUGHT RATES

Drought rates on livestock and feed for Texas have been ordered by the Interstate Commerce Commission. Reduced rates will apply to feed into Texas and livestock sent out and returned, until Sept. 30. Effective date of the rates has not been announced.



Fred Carter, manager of the pure-bred Angus herd of Colonel and Mrs. S. M. Millner, Jr., Lexington, Va., saw a big difference in daily gains and extra "bloom" of hair coat after worming these good-looking steer calves with "pheno" in feed.

## New worm-control practice cuts concentrate costs 25%

Even the moderate worm infections present in most cattle are costly. This was proved on the Millner farm when "pheno" was added to the ration of normal-looking steers. "The immediate result of worm control," says Mrs. Millner, "was increased appetite. And in only 10 days the animals showed noticeable added gains. They did marvelously—and on 25% less concentrate."

Then animals in the breeding herd were treated. "Those fed phenothiazine are getting just half as much corn in their ration as we fed last year," reports Mrs. Millner, "and they are in just as good shape as last year's group."

Worm control for your beef cattle or dairy calves can be just as easy and profitable, no matter where you farm. Many manufacturers of feed and minerals now offer products containing phenothiazine for worm control. Ask your supplier for these products. For free booklet on worm control write E. I. du Pont de Nemours & Co. (Inc.), Room 2533-N, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



Nation  
Project

The f  
tional  
City, M  
100 del  
segment  
25 deleg  
Nation  
trict vi  
large w  
They in  
preside  
first v  
Sanders  
treasure  
Carl G  
Burgha  
Tarkio,  
Mark K  
Como,  
N. Y. I  
Marble,  
Kansas  
cago, Il  
Joe Wa

After  
legislat  
tions to  
gram,  
means  
depend  
tions w  
was vo  
employ  
conduct  
consum

At  
worked  
for Fa  
ladies,  
food t  
first p  
ond in  
countr

Jay  
preside  
membe  
nounce  
move

May,

avy and  
ort legs  
anges in  
grey or  
under-

and an  
e wood-  
however,  
as been

needed  
meadows  
now of  
aintain-

ATES  
nd feed  
by the  
on. Re-  
ed into  
and re-  
ve date  
unced.



Some of the officers elected at the annual meeting of the National Beef Council in Kansas City, Mo. (l. to r.): R. J. Riddell, director-at-large, Peoria, Ill.; Donald Bartlett, South Atlantic district vice-president, Como, Miss.; Jay Taylor, chairman, executive committee, Amarillo, Tex.; Mrs. Joe Watt, director-at-large, Moorcroft, Wyo.; Robert Burghart,

mountain district vice-president, Denver, Colo.; John Marble, director-at-large, Deeth, Nev.; Don L. Short, president, Medora, N. D.; Edwin Karlen, first vice-president, Columbia, S. D.; O. C. Swackhamer, west central district vice-president, Tarkio, Mo.; C. T. "Tad" Sanders, secretary-treasurer, Billings, Mont.; and Mark Knoop, east central district vice-president, Troy, Ohio.

## National Beef Council Projects 1956 Activities

The first annual meeting of the National Beef Council, held at Kansas City, Mo., last month, drew more than 100 delegates from 38 states and all segments of the cattle industry. Another 25 delegates represented the American National CowBelles. All officers, district vice-presidents and directors-at-large were re-elected at the meeting. They include Don Short, Medora, N. D., president; Ed Karlen, Columbia, S. D., first vice-president; C. T. (Tad) Sanders, Billings, Mont., secretary-treasurer. District vice-presidents are Carl Garrison, San Francisco; R. A. Burghart, Denver; O. C. Swackhamer, Tarkio, Mo.; Leo Welder, Victoria, Tex.; Mark Knoop, Troy, O.; Donald Bartlett, Como, Miss.; C. H. Banham, Ithaca, N. Y. Directors-at-large are John M. Marble, Deeth, Nev.; Paul Swaffar, Kansas City, Mo.; Frank Richards, Chicago, Ill.; R. J. Riddell, Peoria, Ill.; Mrs. Joe Watt, Moorcroft, Wyo.

After discussion of possible national legislation to permit voluntary deductions to finance the promotional program, it was decided to explore all means of achieving financial goals independently first. Interim contributions were offered from the floor. It was voted to seek USDA guidance in employing a research organization to conduct a nation-wide survey on beef-consumer preferences in buying and eating habits.

At a distaff luncheon, CowBelles worked on plans for promoting "Beef for Father's Day." According to the ladies, two recent surveys of male food tastes showed steak listed as the first preference and roast beef the second in national findings throughout the country.

Jay Taylor of Amarillo, Tex., first president of the council and now a member of the executive committee, announced the committee's decision to move National Beef Council headquar-

ters from Chicago to Kansas City, "because it is the heart of the cattle industry." The move to the Livestock Exchange Building near the Kansas City stockyards will be made in July.

The council is composed of state beef councils and associate-member organizations of national scope representing the nation's cattle interests.

### WATER PROSPECTS

Laramie rivers above normal and much improved over past two years. Supply prospects have improved also in north and northwest mountains. Extremely heavy seasonal flows expected for upper Snake River, and well above-normal flows for adjacent Green River and Big Horn River basins and on upper Missouri River tributaries. Over the state 1,500,000 acre-feet are in reservoir storage for irrigation, out of usable 4,500,000 acre-feet—70 per cent of Apr. 1 average storage. Mountain soil moisture well above normal, and less snow water will be needed to bring soil to field capacity. Prospects for most Wyoming irrigated areas good to excellent.

### From P. 11

## PROMOTION

The "Certificate of Public Relations Achievement" for 1955 has been awarded to the Texas Beef Council by the American Public Relations Association, Washington, D. C.

\* \* \*

Talk about sales promotion angles:—a grocery chain in Dallas has been putting quarter-carat mock diamonds in with packages of frozen steaks—and every once in a while slipping in a genuine stone!

\* \* \*

The appreciation of the industry goes to: "Lifesavers" for their steak ad in the Saturday Evening Post; the American Meat Institute for the rib roast ad in seven major magazines;

**CUTTER** Laboratories  
BERKELEY, CALIFORNIA

**K-R-S** Improved kills screw worms and maggots on contact! use it for dehorning and castrating wounds, too!

**CUTTER**

Schenley Corp. for its rib roast ads in major magazines; Campbell Soups for ground beef ads in top women's magazines; Safeway for outstanding billboards on beef cuts; USDA in putting beef on "plentiful foods" list for added promotion . . . and to all others who have not come to our attention.

\* \* \*

The California Beef Council bill has been passed by the state legislature. It provides for collection of 10 cents a head on beef cattle and calves sold in the state and a beef council made up of members of the industry. It will become effective after ratification by producers in a referendum which must carry by 65 per cent of those voting.

\* \* \*

In California, Kern County cattlemen recently urged livestock men to reject a proposal for compulsory assessment to provide funds for financing beef promotion. Carl Twisselman, president of the group, said the association members are not opposed to a beef promotion plan but, rather, against a compulsory plan that might come under government regulation; they were, he added, among the first cattlemen to set up a promotion program.

The Montana Beef Council has sponsored a beef poster contest for third-graders in 12 of the state's cities. Reports on the posters entered are that they showed surprising originality and merit—with resultant valuable publicity for beef. The contest drew interest not only from the children but from teachers, parents, local stores, chambers of commerce, the press, radio and television, ranch wives, CowBelles and ranchers.

\* \* \*

Sometime this June, announces Forest Noel, executive director of the National Beef Council, some of the membership will travel to England to witness a commemorative presentation. Sir Cuthbert de Hoghton, of Hoghton Castle, Lancashire, will at that time accept a plaque marking the time when, at Hoghton Castle in the first quarter of the 17th century, King James appreciatively laid his sword on a choice loin of beef and jovially said, "I knight thee Sir Loin." Thereafter, the best of beef for roasts and steaks has been termed "sirloin"—and, says Mr. Noel, "It is time recognition be given for contribution to some of the simple, hearty pleasures of life and not always for events of gravity or earth-shaking pronouncements." The award is being

made to the 12th baronet of Hoghton by the newly formed Beefeaters Society, a social affiliate of the National Beef Council that fosters hearty beef-eating and good fellowship.

\* \* \*

Albert Mitchell, former president of the American National, speaking before the Iowa Beef Producers Association, said he is "leery of the proposed livestock checkoff" for promoting sale of meat. "Once you start a thing like that, there's no way of stopping it," he said. He proposed expanding meat promotion work of the national livestock and meat organizations. The group favored a checkoff.

\* \* \*

Keeping beef before the public has included a salute to the National Hereford Congress in Tucson, Ariz., last month by Bing Crosby on his CBS network radio program. The tieup, like other similar ones, was arranged by the National Beef Council . . . Another welcome mention was arranged for on the "Do You Trust Your Wife?" show m.c'd by Edgar Bergen . . . The action on a recent Robert Cummings show centered, for the first six pages of the script, around roast beef—with appropriate references to its gift of quick



energy .  
Honey  
whose  
roast  
time to

Safew  
urated a  
fore qua  
it is in  
roasting  
on cutti  
outdoor  
One th  
steaks su  
may als

New a  
is VFW

AS

J. J.  
George  
Elbert C  
sociation  
meeting  
town wa  
speaker  
Burgan  
associati  
Denver,  
tions, th  
ment of  
state ga  
called fo  
owners  
foundat  
3181, to  
transpor

More  
last mo  
of the  
ciation  
beef pr  
disease  
place.  
was re  
zation;  
preside  
was na  
ing wil

Plans  
nual co  
men's A  
26 at C  
membe

May, 1

## CATTLE AND CALVES ON FEED APR. 1, 1956

THE NUMBER OF CATTLE AND calves on feed for market in the 14 major feeding states on Apr. 1 was estimated at 4,231,000 head, according to the Crop Reporting Board. This was a decrease of 8 per cent from the previous year and compares with a decrease of less than 1 per cent in these 14 states on Jan. 1. The April 1 number is 16 per cent below the number on Jan. 1, 1956. The number placed on feed in these states during the January-March period was 3 per cent less than for the corresponding period last year, while marketings of fed cattle were 13 per cent larger.

The number of cattle on feed in the nine Corn Belt States on Apr. 1 was estimated at 3,360,000 head—9 per cent less than a year earlier, but 12 per cent below the 3,825,000 on feed Jan. 1. In the 11 Corn Belt states, including an allowance for Michigan and Wisconsin, the number on feed was 8 per cent less than on Apr. 1, 1955. Ohio, Indiana, Missouri, Michigan and Wisconsin were the only Corn Belt states showing an increase in cattle on feed from a year ago. Shipments of stocker and feeder cattle and calves, during the period January-March, into the nine Corn Belt states for which state inspection records are available were 7 per cent smaller than for the same period a year ago.

In California, the number of cattle on feed Apr. 1 totaled 297,000 head, compared with 489,000 on feed Jan. 1 and 318,000 on feed Apr. 1, 1955. The

number on feed in Idaho was 118,000 compared with 150,000 on feed Jan. 1 and 102,000 on feed Apr. 1 a year ago. Colorado had 193,000 on feed Apr. 1, compared with 235,000 on Jan. 1 and 220,000 on Apr. 1 last year. Arizona feedlots had 170,000 on feed, compared with 204,000 on Jan. 1 and 155,000 on Apr. 1 last year. Texas cattle feeders had 93,000 on feed Apr. 1, 147,000 on Jan. 1, and 84,000 on Apr. 1 a year earlier.

Data for the 14 states reveal that the number on feed over three months is 11 per cent below last year, while those on feed less than three months show a decrease of two per cent. As a percent of total on feed, the number on feed less than three months was 38 per cent, compared with 36 per cent a year earlier. Cattle on feed three to six months represented 57 per cent of the total, compared with 60 per cent last year. About five per cent of the total had been on feed more than six months compared with four per cent last year.

Estimates by weight groups and kind of cattle on feed this year indicate less interest in feeding calves and light-weight cattle than last year. The number of cattle weighing under 600 pounds was down 14 per cent compared with last year; those weighing from 600-900 pounds were down 10 per cent, while cattle weighing over 900 pounds were up slightly. Cattle weighing under 600 pounds comprised 22 per cent of the total number on feed, compared with 23 per cent a year earlier; those weighing 600-900 pounds were 46 per cent of the total compared

with 48 per cent last year; those weighing over 900 pounds were 32 per cent against 29 per cent last year.

Steers represented 62 per cent of the total—the same as last year; heifers, 20 per cent this year, and 19 per cent last year; calves, 17 per cent and 18 per cent; cows and other cattle, 1 per cent both years. Cattle feeders intend to market fed cattle at a faster rate than intended a year ago, with 51 per cent of the Apr. 1 number to be marketed by July 1. A year earlier feeders intended to market 49 per cent by July 1. About 19 per cent are expected to be marketed in April this year, compared with 16 per cent last year; 18 per cent in May compared with 17 per cent last year, and 14 per cent in June and 16 per cent last year.

Revisions of cattle-on-feed estimates as of Apr. 1 are published in this report for the 1950-55 period. These revisions are based on a review of current data obtained from cattle feeders along with data relating to movements of feeder cattle and marketings of fed cattle which were not available at the time current estimates were made. Prior to 1955, quantitative estimates of cattle on feed Apr. 1 were made for only five states.

### FIELD DAY IN JULY

A Colorado Mountain Meadow Field Day has been slated for the Farrington Carpenter Ranch at Hayden, Colo., July 12 at 1:30 P.M.

Readers will be interested in the May 7 issue of Time Magazine, and its colorful spread on "The Golden Calf."

Houghton  
ers So-  
National  
y beef-

dent of  
g before  
ciation,  
ed live-  
sale of  
ike that,  
he said.  
otion  
and meat  
avored a

public has  
al Here-  
z., last  
BS net-  
up, like  
l by the  
er wel-  
on the  
w m.c.'d  
on on a  
cent-  
of the  
appro-  
f quick

weigh-  
per cent

nt of the  
heifers,  
per cent  
and 18  
e, 1 per  
s intend  
ter rate  
51 per  
be mar-  
feeder  
cent by  
are ex-  
April this  
ent last  
mpared  
14 per  
st year.  
estimates  
this re-  
these re-  
of cur-  
feeders  
vements  
s of fed  
e at the  
made.  
nates of  
ade for

LY  
ew Field  
rrington  
lo., July

the May  
ts color-  
."

DUCER

## IDAHOANS AT NEW ORLEANS CONVENTION



energy . . . On Jackie Gleason's "The Honeymooners," Jackie plays a janitor whose face gets redder than the rare roast beef his tenants won't give him time to eat.

\* \* \*

Safeway stores have recently inaugurated a promotion aimed at moving fore quarter beef in summer time when it is in less demand for braising or pot roasting. The chain is issuing directions on cutting beef chuck into steaks for outdoor cooking during summertime. One thought: If customers find such steaks suitable for outdoor cooking they may also use them indoors.

\* \* \*

New address of National Beef Council is VFW Bldg., Kansas City, Mo.

## ASSN. NOTES

J. J. Jolly of Agate has succeeded George Miller in the presidency of the **Elbert County** (Colorado) Livestock Association. In the group's 22nd annual meeting at Kiowa, Carl Ohlson of that town was named vice-president. Among speakers at the meeting were Robert Burghart of Colorado Springs, state association president, and Dave Rice of Denver, state secretary. In their resolutions, the cattlemen asked for appointment of a ranch representative to the state game and fish commission, and called for equal representation for landowners on the state's fish and wildlife foundation; they endorsed House Bill 3181, to repeal the 3 per cent federal transportation tax on livestock.

\* \* \*

More than 200 cattle people attended last month's third annual convention of the **California Cattle Feeders** Association at Fresno, where a discussion of beef promotion, nutritional and animal disease research and beef grading took place. Dean Brown of Santa Maria was re-elected president of the organization; C. Parley Richins, Jr., first vice-president; John Guthrie of Porterville was named a director. The 1957 meeting will be held in Brawley.

\* \* \*

Plans are under way for the 89th annual convention of the **Colorado Cattlemen's Association**, to be held May 23-26 at Colorado Springs. More than 1,200 members of the state's cattle produc-

ing families are expected to be on hand for the meeting, which will be hosted by the Pike's Peak Cattlemen. They are planning business and entertainment sessions of interest to all, with meetings for juniors, over-all discussions, activities for the ladies, a tour of the region, the annual banquet and a chuckwagon barbecue.

\* \* \*

Darby, Montana, some 65 miles south of Missoula in good cattle country, was the scene last month of the monthly meeting of the **Ravalli County Improvement Association**, a group comprised of representatives from town businesses and rural interests. Next month the meeting will take place at Sula, 35 miles up the valley. The area has forest land, mines, orchards, small irrigated farms, and small and large ranches—mostly cattle. G. R. (Jack) Milburn of Grass Range, Mont., first vice-president of the American National, addressed the 150 persons who attended. Ralph Miracle, secretary of the Montana Stockgrowers, was also a speaker.

## FEEDER GROUP AT OMAHA

Four-day marketing, the grain supply, federal beef grading, freight rates, feeding by packers and chain stores and beef promotion were discussed in mid-April at a quarterly meeting of the National Cattle Feeder Committee in Omaha.

Chairmaned by Martin Domke, president of the Colorado Cattle Feeders Association, the group of 18 men from nine states endorsed attempts to spread marketing over four days of the week, suggested that further study be given to additional changes for beef grades, endorsed Senate Bill 3181 which would remove the 3 per cent tax from agricultural products to help offset the recent boost in freight rates, endorsed the National Beef Council.

W. D. Farr, chairman of the American National's Feeder Committee, explaining areas of cooperation, pointed out that the two committees were not in conflict and that, by coincidence, membership was synonymous for several

**K-R-S** Improved  
kills screw worms  
and maggots  
on contact!  
use it for dehorning and  
castrating wounds, too!  
CUTTER Laboratories  
BERKELEY, CALIFORNIA

states. He said that the feeder committee had been established to develop better understanding and cooperative action between ranchers and feeders and to provide a "common meeting ground" for feeders of the Midwest and of the other feeding areas which are growing increasingly important.

#### DENVER TRIES 4-DAY MARKET

A four-day market every week instead of a one-day market is being given a try at Denver. The campaign has shown signs of success, with the stockyards company, exchanging members, packers and others giving whole-hearted cooperation in the effort of the Colorado Cattle Feeders Association toward more orderly marketing. The American National has long advocated better distribution of shipments (see p. 7, Mar. 1956 American Cattle Producer).

### National Press Lensmen Meet

A BETTER UNDERSTANDING OF western cattle production was one of the souvenirs taken home by several hundred eastern press, newsreel and television photographers who attended the annual convention of the National Press Photographers Association in Chandler, Ariz., in April.

Through the close-knit cooperation of several Arizona cattle groups and individuals, the lensmen were fed hearty beef, given special tours of feedlots and ranches and were furnished "western" props—including an outstanding Hereford steer—for the thousands of pictures they snapped during their Arizona visit.

Coordinated by Frank Armer, chairman of the Arizona Beef Council, the program involved cooperation from the Arizona Cattle Growers Association, Central Arizona Feeders Association, Arizona CowBelles, Arizona Hereford Association, Arizona National Stockshow, Cudahy Packing Company, Tovrea feedlots and many other firms and individuals.

Sensing that the visiting photos might wish to make photographs of their "Photographers' Queen" candidates with special "cow country" props, the steer was sent to the luxurious San Marcos hotel. For many of the photographers and their regional queens, it was their first chance to inspect beef-on-the-hoof and many were the questions put to Lee TePoel, Arizona National Stockshow manager, who devoted much time to leading the animal to picturesque spots for "just one more picture."

During the week several carloads of the lovely queen candidates and cameramen were entertained at lunch and a tour of the Tovrea Feedlots near Phoenix. Guests were presented western hats by Porter's, famed western-goods store. Hosts and tour conductors were Stockmen Armer, Charles Lakin, and Robert Crowder.

The photographers and their families were also entertained at a special barbecue and impromptu rodeo and cutting horse demonstration as they visited Sedona on their way to the Grand Canyon. Cattlemen's representatives contributing to the success of this event included Elmer Purtzman, Ralph Blake, Mrs. Johnnie Lee Fain, Ted Leise and Miss Sheila McLernon who, as 'Lil Dudette, helped remind the guests to "Eat Beef and Keep Slim."

Arrangements for most events were

made by Morley Fox, former field secretary of the Arizona Cattle Growers Association who has maintained an enthusiastic interest in the cow business while employed by the United States Brewers Foundation. He received outstanding cooperation from Phoenix photographers Herb McLaughlin, Ivan Mashek and Bob Davy who were in charge of local arrangements and who recognized the unique opportunity to acquaint key photographers with western cattle raising and feeding.



Envious indeed are the fat heifers in Tovrea's feedlot, Phoenix, as two Arizona feeders, Charles Lakin, left, and Robert Crowder, pose with the sleek, slim beauties who were candidates for the title Miss Press Photographer of 1956. The occasion was a special feedlot tour of news cameramen and queen candidates from Eastern areas during the convention of the National Press Photographers Association in Chandler, Ariz., in April.



#### STARS & STEERS IN CHANDLER

Two of Hollywood's brightest stars—Mitzi Gaynor and George Gobel—pose with a "star" of the cattle world during the National Press Photographers Association convention in Arizona in April. The steer was furnished by Arizona cattlemen to give visiting lensmen a real "western prop" for the thousands of pictures they made. In the background is Lee TePoel, manager of the Arizona National Stock Show, who was kept busy answering questions about the cattle and beef industry.

Bang  
Mak  
The sp  
appointed  
Benson t  
for cont  
bruce los  
tures of  
campaign

Emph  
hood va  
the bruc  
tests alo  
to stamp  
saw a p  
changes  
chiefly  
certifica  
free are  
for bruc

Thi



GLE  
sought  
vestiga  
federal  
for vi  
portatio  
tute. A  
ported  
and th  
tremel  
to use  
Corbin  
Glen  
Parker

He v  
roe Co  
weight  
curly,  
blue.  
a roun  
tattoo  
ger on  
as a t  
carpen  
worke  
Arizon

Any  
tive s  
rector  
Depar  
D. C.,  
of Inv  
numbe

May,

ield sec-  
Growers  
d an en-  
business  
d States  
ved out-  
Phoenix  
in, Ivan  
were in  
and who  
unity to  
th west-

## Bang's Committee Makes Report

The special committee of consultants appointed by Agriculture Secretary Benson to review the national program for control and eradication of cattle brucellosis has endorsed the basic features of the state-federal brucellosis campaign, the USDA reports.

Emphasizing the importance of calf-hood vaccination and increased use of the brucellosis milk and cream ring tests along with the blood test in efforts to stamp out the disease, the committee saw a possible need for only a few changes in present program procedures, chiefly those concerned with (1) re-certification of modified brucellosis-free areas, (2) testing of range cattle for brucellosis and (3) strengthening

of the restrictions on movement of diseased cattle.

The committee found that 23 states have set target dates during the next five years when they hope to have all dairy herds certified as modified brucellosis-free. All but one of these states has set similar dates for beef cattle as well. Three states are now certified. The committee urged all states to establish target dates for certification.

Members of the five-man committee included T. F. Arnold, Valentine, Nebr., chairman of American National's sanitary committee.

Since its appointment in July, 1955, the committee has held meetings in Washington and Chicago, and public hearings on the brucellosis program in Salt Lake City, Fort Worth, Omaha, New York City, Atlanta and Chicago. Members as a group also attended the February meeting of the National Brucellosis Committee in Chicago.

## This Man Is Wanted



as two  
the sleek,  
of 1956.  
candidates  
graphers

**RS**  
**ERS**  
**NDLER**  
**Holly**  
brightest  
l Gaynor  
Gobel—  
a "star"  
le world  
National  
topography  
con-  
Arizona  
The steer  
ashed by  
attlemen  
ing lens  
"western"  
he thou-  
pictures  
In the  
is Lee  
nager of  
ona Na-  
k Show,  
kept busy  
questions  
attle and  
try.

**GLENN HAROLD LOVIN** is being sought by the Federal Bureau of Investigation, after his indictment by a federal grand jury at Fort Worth, Tex., for violation of the Interstate Transportation of Stolen Motor Vehicle Statute. An escape artist, Lovin has reportedly possessed a .45 caliber pistol and therefore should be considered extremely dangerous. He has been known to use the following aliases: James Corbin, F. H. Duke, Levine H. Glenn, Glen H. Lovin, Glenn Parker, Glen Parker and Glen Kincaid.

He was born Aug. 31, 1929, in Monroe County, Tenn. His height: 5' 10"; weight, 190 pounds; hair, blond and curly, with receding hairline; eyes, blue. He has a scar on the upper lip; a round scar on shin of left leg, and tattoo of a snake coiled around a dagger on the left forearm. He has worked as a typist, service station attendant, carpenter and in recent years he has worked for various cattle ranchers in Arizona, Wyoming and Nevada.

Any information concerning this fugitive should be furnished to the Director, Federal Bureau of Investigation, Department of Justice, Washington 25, D. C., or the nearest Federal Bureau of Investigation office, the telephone number of which is located on the first page of local directories.

would have our cattle count cut down very materially. Think about this and tell me what is wrong with it. I believe that with such a program we could help ourselves without government.—**J. C. Akerman**, El Paso County, Colo.

**DRIED**—Lots of old snow on the ground (Apr. 23). Still feeding hay. The wind and sun dried the fields and roads where there is no snow. Also Ike dried the farmers' and stockmen's pocketbooks last week—a Republican gone Democrat.—**Charles Riggle**, Eddy County, N. D.

## Ranch born... rodeo bred



(Cont. fr.  
P. 4)

cow herd and liquidated part of my debts to cut down my bull costs. It cut down the use of my pasture and when I sell my yearlings I am taking in more money and making more net profit than I was when I sold twice that many calves. Furthermore, there isn't the mortality in breeding and my cows have been calving out in excess of 95 per cent. In a cow operation one always is losing a cow, in addition to the percentage of drys. In spite of everything, one will lose calves and lose cows.

If I carry over 200 yearlings I rarely have a loss of over one or two. That program would hurt no one. The only thing that might bother would be the rancher would have to borrow money to carry over for the one year when he would not sell calves. Also, there are many people in the calf market who like to run their calves a year and there are people who like to buy yearlings. It seems that we would have a much more competitive market and

## Lee RIDERS Cowboy Pants

For Casey Tibbs, 1955 World's All-Around Champion Cowboy, it's Lee Riders, slim, trim western jeans, choice of many a rodeo headliner! Made for ranch wear, Lee Cowboy Denim is rugged as a rope, wears and wears, Sanforized too! Tailored sizes for men, women, girls and boys. They'll fit better, wear longer—or you get your money back or a NEW GARMENT FREE!

**THE H. D. LEE COMPANY**  
KANSAS CITY, MISSOURI



# LADIES' CHOICE



## Through a Ranch House Window

By Dorothy McDonald

So many important things loom just beyond the Ranch House window this month . . . which shall I remind you of first? I guess none could be more important than the "Beef for Father's Day" program in which, no doubt, most CowBelles are knee-deep at the moment. Since most of you have now received the excellent letters sent out by our National committee, as well as added a few ideas of your own, there is probably nothing I can add. Except to wish that for all of us this year will be even more successful than last. I imagine it is rare that any organization comes so near to making a "tradition" in a single year as the CowBelles did with this campaign in 1955, but we'll have to keep up the good work or the "tradition" of "Beef for Father's Day" may die a-borning. It's not time to rest on our laurels yet.

\* \* \*

**Another thing I should remind you about is the 1956 Year Book. We'd like to get it into your hands as soon as possible, so please be sure to fill out the forms sent out by our president and mail them to me as soon as your state convention is over. July 1 is our deadline to get this to the printer, so if your meeting comes after that date, please send the present slate of officers.**

I am happy to be introducing you to some of our new state presidents this month, and I'll have others to present next month—and on until you've met them all, I hope. Two of the ladies, when sending data on themselves, mentioned their wish that their hard-working secretary-treasurer could also be so honored—and I'm all for it! I only wish I could introduce each and every CowBelle through these pages (and maybe some time in the far distant future I'll have done just that!) but in the meantime I can think of no group I'd rather have you meet than these state officers—presidents, secretaries, vice-presidents and all the other officers who work so hard for our organization at grassroots level. So how about it? If you'll send me the data and a picture of her, I'll be most happy to feature your secretary-treasurer as well as your president in these columns as the months go on. Let's hear from you.

\* \* \*

A couple of months ago I mentioned that I had another of the low-calorie dried skim milk candy recipes for you, to tide your sweet tooth over, if you're dieting, until that new Beef Candy is available. This one is an especial favorite with my grandchildren, for it's a no-

cook kind that they can make themselves without the risk of being burned that a cooked candy recipe holds for small children. And since this contains only three ingredients, all valuable in the diet, the fact it is a little higher in calories than the one printed in March shouldn't be held too much against it.

### PEANUT NOUGAT

$\frac{2}{3}$  cup peanut butter  
 $\frac{2}{3}$  cup molasses  
1 cup nonfat dry milk

Combine peanut butter and molasses. Gradually stir in the dry milk; mix well. Knead until well blended, then chill one hour. Shape into a square block  $\frac{1}{2}$  inch thick. Cut into squares, then shape some of the squares into balls. Roll in colored candy shot or chocolate sprills, or top with half a walnut, a peanut or a blanched almond. Dip some pieces in melted semi-sweet chocolate, or roll in ground peanuts or in lightly-toasted cocoanut. Any way you deck it, this is a satisfying and healthful sweet that is good for the youngsters and will not make dieters step too far off their daily calorie quota.

\* \* \*

And so . . . good eating . . . and good evening . . . to you all. D. L. McD.

## Meet These New State Presidents



Mrs. Brewster

First, I'd like you to meet Mrs. Bob Brewster of Waycross, Ga. Mary Brewster is president of our new group, the Georgia CowBelles. Born in Texarkana, Ark., her maiden name was Mary O'Neill. She grew up and went to school in Texarkana and Camden, and was married in Magnolia, Ark., in 1943. She moved to Georgia in 1944, when her husband was stationed there while in the service . . . and the Brewsters were so pleased with the people, the climate, and everything else in Georgia that they decided to make it their home.

The Brewsters are well known in livestock and horse circles throughout Georgia. Mr. Brewster is a former president of the Wiregrass Rodeo Club, of which Mrs. Brewster was secretary.

Their daughter, Gloria, a senior in high school, was the 1954 Georgia state championship rodeo queen. The Brewsters also have one son, Bobby, who has recently been discharged from the U.S. Marine Corps.

Mrs. Brewster, who went to business college after they moved to Waycross, is bookkeeper at the E-Z-Way Gas Company, yet finds time in her busy days to be secretary of the local Satilla CowBelles, an active member of the Trinity Methodist Church, to help her husband with their Quarter Horses and saddle stock, as well as to be active in a club of amateur rodeo riders.

We may be sure that such a busy, capable person will be a fine first president for this new organization. I hope you'll all enjoy meeting Mary Brewster.

\* \* \*

Another new president this year is Mrs. R. W. Greene of Abbeville, La. Stella Greene, elected at the state convention in Shreveport in February, served as vice-president of the group in 1955. She is the wife of Watkins Greene, this year's president of the Louisiana Cattlemen's Association.

Mrs. Green was born in Kaplan, La., and attended school in New Orleans. She is a registered druggist, and active in her profession. She is also an active civic worker, and in addition to her duties as president of the Louisiana CowBelles she is this year vice-president of the Abbeville Quota Club and president of the Lafayette Pharmaceutical Auxiliary.

The Greenes were married in 1933.

### A COWBELLE'S PRAYER

By SYLVIA SWENSON

Lord, I am a woman of the soil  
My man and I have known the ache  
of arduous toil  
We've sweated and burned beneath the  
sun's great heat,  
And felt the earth potent and full beneath  
our feet  
I have known sunrise and the dawn's vast  
calm,  
Felt dew upon my face, and stinging  
dust from sudden storm  
I do not plead that ease or wealth You  
give  
But only, Lord, sufficient yield that I  
may keep  
This way of life I love to live.

They . . .  
north of  
sons; he  
tenant in  
Tucson, Ar  
is attend  
lege in M

Every  
conveni  
remember  
of the L  
ergy an  
With Ste  
plan an  
in 1956.



Mrs. S.

cial son  
Mrs.  
holm, S  
ish Fork  
years of  
educated  
ily that  
for thre  
enter he  
preciatio  
readily  
Swenson  
landscape  
a thing

Mrs. S  
sons, on  
He resid  
the maj  
tress. T  
grandch

Sylvia  
of the S  
as of th  
zations.  
as presi  
organiza  
Both th  
ested in  
Swenson  
Spanish  
and he  
years.

Sylvia  
Church  
Saints,  
portant  
zations

This  
served  
Belles  
she is  
position  
Davis I

May, 1

They reside at the VO Ranch 11 miles north of Abbeville. They have two sons; the elder, Karlan Pope, is a lieutenant in the Air Force stationed at Tucson, Ariz., and the younger, Randall, is attending school at Stanislaus College in Mississippi.

Everyone who attended the National convention in New Orleans in January remembers the graciousness and charm of the Louisiana ladies and their energy and enthusiasm as CowBelles. With Stella Greene as their leader, they plan an even bigger and better year in 1956.

\* \* \*



Mrs. Swenson

Mrs. Elmer O. Swenson, immediate past secretary of the Utah CowBelles, will head her state's organization in 1956. Sylvia Swenson has gained prominence both as a composer and as a poet. (One of her poems appears in this issue. —ED.) Her song, "Cow Boy Sweetheart," has been selected as the official song of the Utah association.

Mrs. Swenson was born in Stockholm, Sweden, but has lived in Spanish Fork, Utah, for all but the first four years of her life. It was here she was educated and later married into a family that had been farmers and ranchers for three generations. One has only to enter her home to realize Sylvia's appreciation of nature. Plants grow readily with her care. She and Mr. Swenson have beautifully designed and landscaped their garden and it is now a thing of beauty to behold.

Mrs. Swenson is the mother of three sons, only one of whom is now living. He resides in Seattle, Wash., and heads the major tests on the B-52 Stratofortress. The Swensons have three lovely grandchildren.

Sylvia Swenson is a charter member of the Spanish Fork CowBelles as well as of the state and the National organizations. She has served the local Chime as president for four years and the state organization as secretary for four terms. Both the Swensons are deeply interested in the livestock industry. Mr. Swenson is the current president of the Spanish Fork Livestock Association, and he has served on the board for 26 years.

Sylvia Swenson is a member of the Church of Jesus Christ of Latter Day Saints, and has served in many important positions in the women's organizations of her church.

This refined, intelligent woman has served her community and the CowBelles long and faithfully and we know she is indeed well qualified to fill her position as state president. —Mrs. B. Davis Evans.

ARE YOU A COWBELLE?

## American National CowBelle Chimes

Vol. 4, No. 5

May, 1956

President—Mrs. Fred H. Dressler, Gardnerville, Nev.

Vice-Presidents—Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. L. R. Houck, Gettysburg, S. D.; Mrs. N. H. Deckle, Plaquemine, La.

Secretary-Treasurer—Mrs. Roy Bankofier, Fernley, Nev.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

### A MESSAGE FROM YOUR COWBELLE PRESIDENT

Greetings to CowBelles everywhere. We are working on the beef promotion program and you have all received the outline on "Beef for Father's Day" suggestions from Mrs. Jack Wadlow. No doubt you will find ideas which can be used in your own particular area. Stickers have been sent to all state presidents, and these, along with window posters and car stickers, may be ordered from Mrs. Wadlow at White-water, Colo.

Your response to Colorado's challenge has been very gratifying and it is a pleasure to hear from so many of the states. I feel confident the rest will send in their donations toward this very worthwhile project, beef promotion on a National scale. My sincere thanks to you all.

I have just returned from quite an extended tour. On Mar. 22 and 23 I attended the Idaho state meeting. The CowBelles, with Mrs. Walter Schodde as president, had a delightful luncheon with a very entertaining program. It was a pleasure to meet such a wonderful group of ladies. The Idaho CowBelles have sold many of the Beef Cookery books and have planned an extensive program on beef promotion.

On Mar. 27 I attended the Amador, El Dorado and Sacramento (Calif.) meeting at the home of Mrs. George Wilson, Sr., Folsom. A delightful luncheon was served, with Mrs. Ben Brown, president, presiding. Their beef promotion program includes an educational program on the proper selecting, cook-

### CALIFORNIA COW BELLES

CowBelles and Agriculture Secretary Ezra Benson: L. to r., Mrs. Jack Welch, La Grande, California CowBelles publicity chairman; Mrs. Jim Owens, Red Bluff, state president; Secretary Benson; Mrs. Fred H. Dressler, Gardnerville, Nev., National CowBelle president.

ing and serving of beef, which will include motion pictures and lectures.

On April 4, 5 and 6 I flew to Tucson, Ariz., to attend the Hereford Congress. The Arizona CowBelles, headed by Mrs. Edith Knight of Yuma, had a very spirited meeting, making plans for the American National when it meets in Arizona in January. Mrs. King, their local group president in Tucson, arranged a television program on "Beef Cookery" for Mrs. Knight and myself.

From Arizona I flew to Kansas City to attend the National Beef Council meeting. Our own Mrs. Joe Watt, immediate past president of the American National CowBelles, is a member of this council. Mrs. Jack Wadlow, our beef promotion chairman, made an excellent presentation of the program she has outlined for beef promotion. She has spent a lot of time with it and we must all give her our wholehearted support. The National Beef Council and the Missouri CowBelles, with Miss Margaret McCarty as state president, gave all CowBelles in attendance a hearty welcome, with luncheons and dinners and a busy session of drawing plans for a uniform deduction system for beef promotion.

And now, a special word to my own Nevadans. When I was presented with the beautiful scroll in New Orleans, with the names of the Nevada members of the American National CowBelles, I was indeed surprised. I am sure the ladies must have been pleased with their success in staging this surprise; I hope they felt my pleasure, for it was indeed genuine. No one can refrain from enjoying recognition and affection, and I felt my fellow-Nevadans were showing just that.

So it is with great pleasure this month that I present our very newest state group—the Western Nevada CowBelles from my own state. To these, my neighbors, thanks again . . . and welcome! —Anna Dressler, President.

### Nevada CowBelles Organized

An organizational meeting of the Western Nevada CowBelles, first of its kind in Nevada, was held Mar. 24, at



the Minden Inn, where 54 ladies met for luncheon. The number has since grown to 65 members. Mrs. Fred Dressler, president of the National CowBelles, gave a brief history of the organization, which came into being at a luncheon given by Mrs. Ralph Cowan at her 4-Bar ranch home near Douglas Ariz. on Oct. 17, 1939. The 16 women present that day agreed, as shown by their minutes, to continue their meetings and to work for the aims that still motivate the great network of local, state and National CowBelles—"to promote friendly and social relations between cattle people, and to cooperate in the best interests of our industry, our community and our country."

Officers elected to serve the Nevada CowBelles were Mrs. Lloyd Springmeyer, president; Mrs. Stanley Hunewill, vice-president; Miss Lillian Bergevin, secretary-treasurer.



**Mrs. Dressler**

California CowBelle leaders examine copies of "Beef Cookery," which they presented to the home-making departments of the Red Bluff, Los Molinos and Corning high schools. Left to right are Mrs. Jim Owens, state president; Mrs. W. M. Owens, Tehama County president; Mrs. Douglas Owens, county beef promotion chairman, and Mrs. Lyman Willard, Tehama County vice-president and chairman of the state scholarship award. This group recently donated \$25 to each of the schools to be used toward purchase of additional beef for use in homemaking classes.



tended the National meeting in New Orleans also had the pleasure of hearing Mrs. Lee Perkins' promotional talk which won second prize there.

\* \* \*

## Conventions

KANSAS COWBELLES convened on Mar. 8-10 in Wichita, with 140 ladies present at the opening event, and a smorgasbord given on the 8th. A larger crowd—147 ladies—attended Friday's chuckwagon breakfast and business meeting. Officers elected for the coming year were Mrs. Mell Harper (first secretary-treasurer of the National) as president; Mrs. Lee Perkins, vice-president; Mrs. Edwin Brown, secretary-treasurer. Miss Ruby Franklin, recipient of the CowBelle scholarship at Kansas State College, was introduced and reported on the research work she is doing at the college. A record crowd of 206 ladies enjoyed the delicious meal and varied entertainment of the ladies' luncheon on Saturday. During the meetings the Kansas CowBelles had a chance to sample that new low-calorie sweet, Beef Candy, soon to be placed on the market. Those who had not at-

GEORGIA COWBELLES were organized on Jan. 6 in Waycross during the Georgia Livestock convention. So far they have held only the one meeting, with a breakfast get-together next morning. This state group was organized with only one local group already in existence, the Satilla CowBelles. Georgia is not a large cattle producing state, and to date the baby organization is somewhat hampered by limited funds, but they are already busy with "Beef for Father's Day" plans. They've already grown from an initial 27 members to 55—with a very large proportion of these already affiliated with the National—and we will hear more of them as time goes by.

\* \* \*

OKLAHOMA COWBELLES, met Mar. 30 in Oklahoma City, with a very enthusiastic and eager group of women present. They planned their "Beef for Father's Day" campaign, with Mrs. Lucius Long as chairman, and Mrs.

Guy Shull reported that although the drive has not as yet been officially launched, the Oklahoma CowBelles have obtained more than 400 junior members on the Junior Cowboy Hall of Fame. Jack Houser, the executive secretary of O. C. A., presented two ideas for the CowBelles to consider. One was the sponsoring of a booth for a contest on judging cuts of beef at the S. W. Am. Exposition to be held in Oklahoma City Apr. 22-29. The other was the encouragement of the National Live Stock and Meat Board poster campaign. The group decided to help in both these projects.—**Mrs. C. V. Word**, President, Oklahoma CowBelles.

## Beef Promotion

CALIFORNIA COWBELLES have been especially active in this field so far in 1956. Tehama County CowBelles have supplied their three high schools with Beef Cookery cookbooks, and also donated \$25 to each home economics class for purchasing additional amounts of beef to augment the amounts purchased by the schools.

The Tuolumne-Calaveras counties group has obtained sponsors for broadcasting "Mary Blaine Time," a series of recordings on beef cookery. (This is available from the National Live Stock and Meat Board, free and this idea might be used to advantage by other groups.)

In San Benito County the CowBelles have joined with the Gas and Electric Co., local appliance dealers and the newspaper to put on a "Best Cooks" cooking school in Hollister. They financed the purchase of a quarter of beef, which was cut and packaged in cellophane; what was not used in the cooking demonstrations was given as door prizes. More than 400 ladies attended the two sessions of this cooking school, and much of its success can be attributed to the San Benito CowBelles.

Tulare County CowBelles invited 500



**Mrs. George Andrews**, retiring president of the Kansas CowBelles, introduces new officers at their recent convention: (l. to r.) Mrs. Edwin Brown, secretary-treasurer; Mrs. Lee A. Perkins, vice-president; Mrs. Mell C. Harper, president; Fred Winzeler, president of the Kansas Livestock Association, and Mr. George Andrews.

persons demonstrating Quanty Mable Hammonist, Stanley feed large all who a

In addi counties film, "The meetings and when ested aud

That's promotion of 1956. hear wha

Kanna met Apr. Crosswhi low repor there an Belle of week. A work wi tendent be taken good con "Beef for cussed. group w this tale designed sheet. It ern Col meet Ma

Califo 10th ann Show at cisco, an sponso Foundation Dougal, presiden ing the presentation scholars girls for year.

Miss L County winner award

U CO LE

Utah l. to r., mer Sw dent; King, dent; Meeks, dent. Colvon, dent, w be pres

May, 19

persons to a quantity beef cookery demonstration in Visalia recently. Quanty recipes were prepared by Mrs. Mable Harris, dairy industry home economist, with the assistance of Mrs. Stanley Moore. Recipes designed to feed large numbers were distributed to all who attended.

In addition, Tuolumne and Calaveras counties have been showing the color film, "Thanks to Beef" at Farm Bureau meetings, high school cooking classes, and wherever they could find an interested audience.

That's the California report on beef promotion for the first three months of 1956. How about your state? Let us hear what you've been doing.

Kannah Creek (Colo.) CowBelles met Apr. 3 at the home of Mrs. Luther Crosswhite in Whitewater. Mary Wadlow reported on her trip to Denver during the Farm and Ranch Congress there and on the work of the CowBelle officers on beef promotion that week. A committee was appointed to work with the Mesa County superintendent of schools on the air tour to be taken by school personnel to study good conservation practices in the area. "Beef for Father's Day" plans were discussed. Anita Clark presented the group with their new stationery, which this talented Kannah Creek artist had designed and hand-drawn on each sheet. It was announced that the Western Colorado CowBelle Council would meet May 2 at Montrose.

California CowBelles attending the 10th annual National Junior Livestock Show at the Cow Palace in San Francisco, and later the banquet program sponsored each year by Sears Roebuck Foundation, were Mrs. Harve McDougal, Mrs. Lyman Willard and the president, Mrs. Jim Owens. Highlighting the evening's program was the presentation of the beautiful trophies and scholarship awards to the boys and girls for their winning projects of the year.

Miss Dianne Lee Gerber of Stanislaus County 4-H Club was selected as the winner of the California CowBelle award with Miss Julie Ann Wood,

Solano County, as alternate. This award has been established as an annual one for the young lady exhibitor doing the best work with her beef project, and is to be used at any accredited agricultural school in the United States.



**Scholarship  
Winner  
Gerber**

Dianne is a senior in the Westley high school, active in 4H Club work and F.H.A., and plans to enter the University of California in Davis next fall where she will study animal husbandry or veterinary science.

The Southwestern (Colo.) CowBelles held their monthly meeting on Apr. 11 at the home of Eldon Zwicker near Cortez. Plans were made to continue the "Beef from Calf to Counter" essay program for the coming year, and Nellie Bradfield, radio chairman, stated that presentation of awards for this year's winners will be soon. Plans were made for the CowBelles to hold a chuckwagon dinner in Cortez on June 9, with the possibility of making it an annual affair. Place mats were on sale—one of Colorado's own beef promotion ideas. It was voted to cooperate with the R.E.A. on their cooking school in June. Motion was made that this unit be host to the Western Colorado CowBelle Council in August. Next meeting of the group will be at the Curtis Honaker home near Lewis on May 8.

Nebraska's CowBelles, like other 'Belles of the nation's cattle industry, accept the part of "right-hand men" to the state's Beef Council (headed by Chester Paxton) in promoting beef. In February the CowBelles' beef promotion committee busied itself with radio,

press and demonstration activities aimed at boosting sales and consumption of beef, under chairmanship of Mrs. Maurice Peterson of Lakeside. Mrs. Chester Paxton of Thedford, the president, and Mrs. John Furman of Marsland, secretary-treasurer, based their operations in the metropolitan area of Omaha. There, the Chamber of Commerce cooperated and the Brandeis store offered space and facilities for a beef cookery demonstration by Betty Abbot, featured a special beef sandwich during the week and provided counter space for selling Beef Cookery cookbooks and offering information on beef in general.

#### PAID YOUR ANNUAL DUES YET?

The 34th annual Red Bluff Rodeo was staged Apr. 21-22 in California, where participants pride themselves on its being the "largest, most western." This year, Tehama County is celebrating the centennial, and more than 50 floats were entered in competition for prizes given by the DAR. The parade traveled the main streets of Red Bluff.—Mrs. Jim Owens.

#### WORLD CATTLE NUMBERS TOTAL ALMOST ONE BILLION

World cattle numbers are currently estimated at 917,600,000 head, as compared with 911,600,000 a year ago. Since 1949, cattle numbers have increased by more than 100 million head.



Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

#### CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



#### NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

**BREEDERS SUPPLY CO.** COUNCIL BLUFFS  
IOWA

#### WHEATLAND RANCH Aberdeen-Angus Breeding Stock For Sale

James B. Hollinger Chapman, Kan.



#### UTAH COWBELLE LEADERS

Utah CowBelles, l. to r., are Mrs. Elmer Swenson, president; Mrs. Clyde King, vice-president; Mrs. Reuben Meeks, vice-president. Mrs. Hugh Colvon, a vice-president, was unable to be present.

## NEBRASKA COWBELLES "SELL" BEEF

While on a visit to Omaha, Miss Universe shops for a cook-book; Frances Furman, the secretary, and Ida Paxton, president, of the Nebraska CowBelles obligingly supply the beef variety. This was just one facet of the beef promotion work of the Belles during a recent campaign. (Photo courtesy Brandeis, Omaha.)



## Junior Letters

DEAR JUNIORS—I hope all of you are enjoying a nice spring. Here in western South Dakota it has been unsettled and rather chilly. Green grass is very slow coming this year. I guess it needs a rain to get really started. We had quite a lot of snow last winter, and so the dams all caught some water this spring. Dams were really low in this country before the spring thaw.

We are right in the middle of calving now and have had good luck with them so far.

Our state convention is being held in Deadwood June 7-9. We would like

to have any of you that could, attend. I think you would enjoy the meeting.

I think the officers of our Junior organization are doing a wonderful job, and the rest of us should recognize what they are doing.—Ralph D. Jones, Midland, S. D.

### DEAR JUNIORS:

The following is from an address by Kenneth McCoy, treasurer of the Junior American National Cattlemen's Association, at the annual meeting of the Louisiana Cattlemen in February.

"As to the possibilities of organizing the juniors and your reaction to this proposal, I should like to quote the

thought expressed by J. D. Cooper, one of the original members of the Louisiana Cattlemen's Association. When asked his opinion, Mr. Cooper said the proposal had good possibilities but he added: 'I don't know how they'd react to it. Most of them go to the convention to get away from their children.' We juniors concede that our parents need a vacation, but so do we!

"I am not familiar with the setup of other parish organizations but in my home parish of Natchitoches, we are at present engaged in a drive to secure more junior members. Through the help of the parish officers, we have cut the membership fee in half for juniors, thereby making it easier for more to join.

"Most of the members of the Junior American National come from the western and central states. As far as I know, there are no active junior cattlemen's organizations on a state-wide basis in the South.

"In our state, there are a vast number of boys and girls vitally interested in the cattle industry, as evidenced by the crowded livestock shows. However, there is no established state organization to keep these boys and girls interested in the cattle industry.

"King Cotton is moving westward and the cattle industry is moving south. The rural population is decreasing and the city population is rapidly expanding. We are fast losing our country youth to the city industries. It is up to you, the cattlemen of the state, to encourage the young boys and girls to remain in the cattle industry. An organization such as the Junior Cattlemen could certainly help in this cause. I should like to see the juniors of this state organized at the next annual state convention. At the next meeting of the Junior American at Phoenix, I should like to be able to report that our state is one of the first southern states to organize an active junior organization.

"Let's not lose sight of the fact that the juniors of today will be the cattlemen of the future. With your help and guidance, we can continue the good work you have started in the fight to help our state attain the goal she hopes for in the cattle industry. . . ."

I thought Kenny's speech was very good and wanted to share it with the rest of you juniors. As we can see, he is working hard in his home state of Louisiana to set up the junior organization. If there are other states that are not organized and would like to be, we will be glad to work with them to set up an active organization.

Weather here in South Dakota has been winter again, spring again; we really don't know what to expect next but it should soon be good weather to stay. Most all the ranchers are busy with calving and general spring work. 'Bye!

—Beverly Berry, Secretary, Belvidere, S. D.

## TRI-STATE LIVESTOCK CREDIT CORPORATION

785 Market Street

SERVING THE LIVESTOCK PRODUCERS IN ARIZONA, CALIFORNIA, NEVADA AND OREGON

J. A. White, Jr., Mgr.

San Francisco 3, California

Phone: GArfield 1-4953

### Our Sole Business is Livestock Financing

Our officers and directors are active cattle and sheep producers familiar with and interested in problems confronting Producers of Livestock

#### Officers and Directors

W. G. "Gatz" Wagoner, Pres.,  
Los Banos, California.

John P. Bidegaray, Vice Pres.,  
Fresno, California.

R. L. "Bob" Cooper,  
Merced, California.

L. W. "Flaco" Feldmiller,  
Stockton, California.

John H. O'Hair,  
Phoenix, Arizona.

Ben A. Overland,  
Hanford, California.

Ed. Waltz,  
Reno, Nevada.

#### Field Representatives

Maurice W. Smith,  
Room 265, Adams Hotel,  
Phoenix, Ariz.,  
Phone: Alpine 8-3126.

Tyre J. Martin,  
P.O. Box 58,  
San Luis Obispo, Calif.  
Phone: Pismo Beach, Poplar  
6-2314

L. H. "Len" Beechinor,  
Fresno, Calif., Phone: 4-6566.  
W. F. "Bill" Holmes Jr.,  
Winnemucca, Nev., Phone: 298.  
Wm. K. "Bill" Murray,  
Chico, California.  
Phone: Fireside 2-2562.  
H. A. "Red" Orrison,  
Visalia, Calif.  
Phone: Redwood 2-8127.

Our field representative nearest you will be happy to discuss your financing requirements with you.

The

THE FIR

Gertrude L

crossbed 1

King Ranc

was 1/16 B

a sire w

Carrying t

key, the y

progenitor

ized new

developed in

first new

more than

Within

Monkey's

growing f

of the wo

bull clim

effort on t

particular

Texas ran

verse conc

The Sa

recognized

years after

initiated.

was done

son-in-law

manager c

mental w

J. Kleber

Main ch

based on

ity, color,

large, wit

pounds in

cows in a

1,100 - 1,2

Four-year

ately 1,

grass for

deep flesh

hind qua

Chad

Texas.

Stock Sh

Fat Sto

May, 19

# The First New U.S. Breed

THE FIRST ANIMAL of the Santa Gertrudis breed was a cherry-red crossbred bull calf born in 1920 on the King Ranch in Texas of a mother who was 1/16 Brahman and 15/16 Shorthorn, a sire who was 3/8-bred Brahman. Carrying the whimsical name of Monkey, the youngster was to become the progenitor of the first officially recognized new breed of beef cattle developed in the United States and the first new beef breed in the world in more than 100 years.

Within three decades, thousands of Monkey's descendants were grazing and growing fat in widely scattered areas of the world, but the birth of that first bull climaxed more than 25 years of effort on the King Ranch to develop a particular type of beef animal for south Texas ranges, where at times very adverse conditions exist.

The Santa Gertrudis was officially recognized as a pure breed in 1940, 30 years after the first experiments were initiated. Early work, starting in 1910, was done by Robert J. Kleberg, Sr., son-in-law of Captain Richard King and manager of the King Ranch. Developmental work was carried on by Robert J. Kleberg, Jr.

Main characteristics of the breed are based on size, conformation, adaptability, color, disposition. The animals are large, with bulls weighing above 1,800 pounds in breeding condition. Mature cows in good pasture condition weigh 1,100 - 1,200 pounds, on the average. Four-year-old steers average approximately 1,400 pounds when finished on grass for market. The purebreds are deep fleshed and especially heavy in the hind quarters. They have a pronounced

navel lap and large dewlaps, associated with a loose, stretchy hide. All bulls have a slight crest on the neck.

Adaptability of the Santa Gertrudis to warm climates approximates that of the pure Brahman, according to breeders. They tolerate heat well and during winter months put on a sufficient coat of hair to protect against moderate cold. They can walk long distances to water even on very hot days; they move easily and consume less energy than other breeds.

The Santa Gertrudis is of a solid, cherry-red color, with short, straight and slick hair. The animals are mild, tractable and easy to handle, and they are good mothers. Under recent severe drought conditions in south Texas (1950-53) the breed has proved its ability for rustling, living on range conditions that might have caused severe losses in other animals. Also, in official rate-of-gain tests at several experiment stations results thus far obtained are reported excellent. Many breeders are quoted to the effect that the Santa Gertrudis is unexcelled from the standpoint of hardiness and resistance to more common diseases such as cancer eye, pink eye, fly worry and screwworm infection, to be found in warmer climates.

The animals are precocious and fast-growing, according to Santa Gertrudis Breeders International at Kingsville, Tex., and not only do they weigh more alive, but a higher percentage of live weight is said to convert into edible beef. They are gentle and easy to handle, having dispositions similar to that of the Shorthorn, but they may become excited when abused. They are now to be found in more than half the states and some 20 foreign countries.

## HOW GOOD IS YOUR MEMORY?

The Chicago Stock Yards is enlisting the aid of individuals having first-hand knowledge of farmers who have shipped animals each year to the Chicago market for 50 years or more. The firm is delving into old records and asking for this aid in finding names of persons to be honored at an awards banquet on June 14 as a feature of the 90th anniversary celebration.

Top guest of honor at the ceremonies will be the oldest active shipper to be selected from the half-century group of winners. Shipments of more than a billion head of livestock are involved in the records being searched, and the task is further complicated by the fact that many of the records were destroyed by fire in 1934. Nominations of livestock farmers for the honors must be made either in person or by mail, to the Anniversary Awards Committee, Room 116, Exchange Bldg., Chicago Stock Yards, by May 15. Also to be honored will be the oldest active livestock salesman, livestock buyer, individual trucker and railroad man operating at the market.

## CHAROLLAISE SALE SET

About 200 Charollaise and Charollaise-Cross cattle have been consigned by some 25 breeders to the first spring consignment sale sponsored by the Texas Charollaise and Charollaise-Cross Sales Corporation. The event is booked in for May 28 in San Antonio, Tex. Consignments are entered in two divisions—auction and pen lot, where offerings of outstanding animals will be made at private treaty. Lots entered in the auction will include only animals of 3/4 Charollaise to fullblood; the pen offerings will include animals of similar and lesser blood percentages.

## CANADIAN AVERAGE \$480

In a Hereford bull sale held last month at Calgary, Alberta, 198 animals brought in some \$90,000 for an average of about \$450. Total for the two-day event was \$198,015 for 396 head, to average around \$480. The top price was \$2,150; \$1,200 took the second-high seller.

## GRAND NATIONAL JUNIOR SALE AVERAGE .2379 CENTS

Auction sales at the Grand National Junior Livestock Exposition in San Francisco, March 28, were reported the most successful in the 10-year event. The 4-H champion Hereford steer, weighing 1,070 pounds, brought \$1.10 a pound. The next-high price was \$1.05 a pound for the champion 4-H Angus. Under the new system of breed championships, six were named—three FFA and three 4-H animals. The champions averaged a record 93 cents per pound; the six reserve animals averaged 45 1/2 cents. In the sale, 437 prime and choice animals sold for \$98,351.



Chacha, junior yearling Santa Gertrudis heifer owned by John Martin, Alice, Texas. She was grand champion Santa Gertrudis female at the Houston Fat Stock Show, 1956, and reserve champion female at Southwestern Exposition and Fat Stock Show at Fort Worth, 1956, and San Antonio, Texas, Show, 1956.

er, one  
Louisiana.  
When  
aid the  
but he  
d react  
onven-  
children.  
parents

etup of  
in my  
are at  
secure  
ugh the  
ave cut  
juniors,  
more to

Junior  
the west-  
I know,  
lemen's  
basis in

number  
ested in  
by the  
however,  
ganiza-  
s inter-

ard and  
south.  
ing and  
xpand-  
country  
t is up  
tate, to  
girls to  
An or-  
tlemen  
use. I  
of this  
al state  
ting of  
enix, I  
hat our  
n states  
ganiza-

act that  
he cat-  
ur help  
the good  
fight to  
e hopes

as very  
with the  
see, he  
state of  
ganiza-  
that are  
to be, we  
n to set

ota has  
ain; we  
ect next  
ather to  
re busy  
g work.

cretary,

DUCER

# BULLS

FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

**WE HAVE:** 12 coming 2-year-old bulls; females from yearlings to 3's, with calves at foot. Will breed any old enough.

**F. E. MESSERSMITH & SONS, Alliance, Nebr.**

"Our Herefords build the beef where the highest priced cuts of meat grow."

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

## N BAR RANCH ANGUS SALE

OCT. 13, 1956 at the ranch

Grass Range, Mont.

Registered and commercial foundation females; registered bull calves

N Bar Ranch

Grass Range, Mont.



These four little one-week old Aberdeen-Angus quadruplets were born Mar. 10 at Scenic View Ranch, owned by O. H. Delchamps near Point Clear, Ala. They are daughters of the 1954 Alabama State Fair Angus champion, Ankonian 3298th, and granddaughters of the 1949 International grand champion Angus bull, Eileenmere 1032nd. It is said that quadruplets among beef cattle occur once in every 14 million calvings. Shown feeding the quads are, l. to r., Tommy, Henry, Bobby and Bill Harris, sons of Farm Manager L. H. Harris.

### POLLED SHORTHORN CONGRESS AVERAGE \$455 ON 92 HEAD

Buyers from 14 states, South Africa, Australia and Canada paid a total of \$42,195 for 92 head of Polled Shorthorns last month at the National Polled Shorthorn Congress in Columbus, Nebr. Fifty bulls brought a \$540 average; 42 females averaged \$348. A female went to a pair of Australians at \$1,100; a pair of South African buyers bought two animals, at \$1,450 and \$1,500, respectively. Association President James Adams of Dothan, Ala., and Allan C. Atlasson, the society's secretary, expressed gratification over the sale.

### POLLED HEREFORD EVENTS SET

The 1956 National Polled Hereford Show and Sale, offering \$10,500 in premiums, will be held Nov. 28-30 in Little Rock, Ark. The annual event is now 35 years old, and is scheduled in Arkansas for the first time. In 1955, the National was held as a special feature of the International Livestock Exposition.

Little Rock will also host the annual banquet and business meeting of the association.

### BUILDS NEW HOME

The American Brahman Breeders Association has a new, attractive office building under construction at 4825 Gulf Freeway, Houston, Tex. This beef cattle registry association was organized in Houston in 1924.

### WHR HEIFER SALE AV. \$524

At the WHR heifer auction 126 heifers averaged \$524, with a top pen of three bringing \$1,400 apiece. Twenty-nine pens of three averaged \$547; one pen of four averaged \$300, and seven pens of five averaged \$491.

### DWARFISM STUDY BEGUN FOR HEREFORD BREEDERS

Hereford breeders in 47 states have volunteered information in the dwarf survey program being conducted by the American Hereford Association. More than 3,100 replies have been received from breeders asking for necessary forms on which to report dwarfism data. Encouraging to officials of the organization was the fact that more than one-third of the total reported no incidence of dwarfism in their herds. Top research men at leading agricultural colleges who have been working on this problem will be given the information gleaned from the replies after they are all in.

### ANGUS AWARDS SCHOLARSHIP

A 4-H or farm youth group girl will receive a \$300 college scholarship to be awarded annually by the women's auxiliary of the American Angus Association. The applicant must have an interest in Angus beef cattle projects, must be a graduating high school student needing financial aid, and must be recommended by a county agent, principal or other advisor.

SCOTC  
The An  
Breeders A  
its fifth a  
Fourche, S  
ing to the  
Belvidere,

IDA.  
The Idah  
state bull c  
bull sales  
Pocatello, N

ANGUS A  
ON ARTI

New res  
the board  
ican Aber  
ciation co  
nation in t  
Angus cat  
tions, the  
application  
Book of el  
United St  
of artifici  
this is inc  
and with  
served. T  
signed to  
cede all p

BREEDI  
GIVES E

A study  
from thre  
conducted  
revealed t  
cured whe  
months of  
bred at 27

The heif  
weaned 5  
with a to  
pounds pe  
of heifers  
weaned 4  
with a co  
1,913 pou

At ten y  
report, 55  
mained in  
mained in

The res  
approxima  
produced  
calve first  
than at th

AUCTI

Merged  
last mont  
stock Auct  
tional Liv  
The resu  
representa  
kets of the  
American  
Associatio  
town, N. I  
Effie, La.  
until the  
held June  
Sanders o  
executive

**SCOTCH HIGHLAND MEET**

The American Scotch Highland Breeders Association has scheduled its fifth annual meeting at Belle Fourche, S. D. for May 29, according to the secretary, Lyndall Berry, Belvidere, S. D.

**IDA. RANGE SALES SET**

The Idaho Cattlemen's Association state bull committee has set fall range bull sales as follows: Filer, Oct. 20; Pocatello, Nov. 2; Weiser, Dec. 1.

**ANGUS ASSN. TAKES ACTION ON ARTIFICIAL BREEDING**

New resolution adopted Mar. 23 by the board of directors of the American Aberdeen-Angus Breeders Association concerned artificial insemination in the production of registered Angus cattle. Under the new regulations, the association will accept applications for entry into the Herd Book of eligible calves dropped in the United States which are the produce of artificial insemination only when this is indicated on the application, and with certain regulations observed. The new regulations were designed to codify, amend and supersede all prior rulings on the subject.

**BREEDING AS YEARLINGS GIVES BETTER RESULTS**

A study of 96 yearling beef heifers from three successive calf crops and conducted by the University of Illinois revealed that better results were secured when heifers were bred at 15 months of age as compared with heifers bred at 27 months.

The heifers bred at 15 months of age weaned 5.93 calves per original cow with a total weaning weight of 2,265 pounds per cow. In contrast, the group of heifers bred at 27 months of age weaned 4.82 calves per original cow with a combined weaning weight of 1,913 pounds per cow.

At ten years of age, according to the report, 55.6 per cent of the cows remained in Group 1 and 47.1 per cent remained in Group 2.

The results of this study indicate that approximately one additional calf is produced by breeding beef heifers to calve first at two years of age rather than at three years of age.

**AUCTION GROUPS MERGE**

Merged at Kansas City in a meeting last month were the American Livestock Auction Association and the National Livestock Auction Association. The resulting trade association representative of the livestock auction markets of the nation will be known as the American National Livestock Auction Association. Leo J. Murphy of Jamestown, N. D. and Dayton C. McCann of Effie, La. will serve as joint presidents until the first annual convention is held June 14-16 at Denver. C. T. "Tad" Sanders of Billings, Mont. was named executive secretary.

**Wide Range of Topics At Hereford Congress**

ON ANY PROGRAM OF 60 speakers, a few real gems of ideas or knowledge would ordinarily be expected to be imparted to an audience.

But at the Seventh Annual Hereford Congress in Tucson early in April the jampacked two-day program offered notebooks full of solid information or stimulating ideas to the 700 breeders and ranchers from 20 states and five foreign countries.

Sparked by Harold B. Thurber of Sonoita, president of the Arizona Hereford Association, and a smooth-functioning committee, the Congress featured a talk by Agriculture Secretary Ezra Benson, colorful demonstrations of live-animal and carcass judging, and clock-work panels on many key subjects.



Participants in the National Hereford Congress included John Babbitt, Flagstaff, Ariz., left, and Steve Bixby, Globe, Ariz., member of the executive committee of the American National. Both are former presidents of the state cattle growers association.



Snapped at last month's National Hereford Congress in Tucson: (l. to r.) Jack Humphries, manager Bard Ranch, Kirkland, Ariz.; Frank Armer, Phoenix; Ernest Chilson, president of the Arizona Cattle Growers. (Photo by Matt Culley)

Topics ranged from weight-for-age, crossbreeding, dwarfism, public relations to such imponderables as "Who makes the money from range to range" and "How to make money in the cattle business today." As would be expected, the latter two panels developed no pat formulae or complete answers, but they did reaffirm truths of the cow business.

The panel on profitable practices agreed that the cow business is not a short-term operation and that "nest-eggs" are important in carrying forward the long-run objective. Operations should be streamlined, output must be adapted to changing conditions and constant attention must be given to new developments which make for increased efficiency.

Another highlight panel was on "What the commercial cattleman expects from the registered breeder." The group suggested that there is a "middle" animal between the small and the "horsy" types of bulls — an animal which would be early maturing, heavy-boned with "room for growth."

This panel also revealed the commercial rancher's unhappiness with overconditioned range bulls offered for sale. Suggestions were made that range bulls be fertility tested and guaranteed as a matter of course and that bulls be sold as calves so that ranchers could condition them to fit their needs.

In the discussions on crossbreeding and performance-testing, it was brought out that rate-of-gain is an heritable quality, it can be measured and predicted, and good-doers are as likely to be found among cattle of top conformation as among plainer types. "There is no reason why rate-of-gain factors should not be considered in a herd just like breed characteristics, bone, conformation and milking capacity; they all contribute to making the kind of cattle desired by the feeder, the packer and the consumer," one panelist observed.

Crossbreeding between breeds may be necessary for specific reasons, but members of that panel pointed out that most of the desirable results of crossbreeding could be achieved by crossing lines within a breed.

The discussion on dwarfism created top interest as panelists observed that "it is a problem long abuilding and long in solution" but that with close attention to pedigree, elimination of actual producers and use of X-ray and other testing processes the problem could be shoved into insignificance. It was felt that it could be confined to .5 per cent of the nation's calf crop. Dwarfs from each of three breeds—Hereford, Angus and Shorthorn—were led on stage to illustrate that it was not a problem confined to any one breed.

Henry Arledge and Henry Elder of the Texas Hereford Association were named to plan for the next Hereford Congress and, also, to serve as president and secretary, respectively, of a new national organization of state Hereford association officers.

Among the 60 speakers and panel members were many American National officers and members.

# Calendar

1/14/56 1/23/56

May 10-12—Washington Cattlemen's convention, Spokane.  
 May 20-22—Montana Stockgrowers' convention, Billings.  
 May 23-25—Colorado Cattlemen's Assn. convention, Colorado Springs.  
 June 4-6—North Dakota Stockmen's Assn. convention, Minot.  
 June 5-7—Wyoming Stock Growers' convention, Rawlins.  
 June 7-9—65th convention, South Dakota Stock Growers, Deadwood.  
 June 14-16—Nebraska Stock Growers Assn. convention, North Platte.  
 June 25-27—National Livestock Brand Conference, Rapid City, S. D.  
 July 24-28—60th Cheyenne Frontier Days, Cheyenne, Wyo.

## COLD STORAGE HOLDINGS

	(Thousands of pounds)			5-Yr.
	Mar.	Feb.	Mar.	Avg.
Frozen Beef	176,004	186,109	133,364	176,767
Cured Beef	9,950	10,209	8,479	10,589
Total Pork	512,127	517,991	543,703	600,316
Lamb, Mutton	10,042	10,060	9,089	12,220
All Other Meat	174,988	169,720	149,024	152,773

## WHOLESALE DRESSED MEATS

	Apr. 27, 1956	Apr. 25, 1955
Beef, Prime	\$38.00-40.00	\$47.00-49.00
Beef, Choice	32.50-35.50	41.00-43.00
Beef, Good	30.00-32.50	36.00-40.00
Beef, Comm.	27.50-30.00	31.00-34.00
Veal, Prime	41.00-43.00	40.00-44.00
Veal, Choice	37.00-39.00	34.00-40.00
Veal, Good	28.00-36.00	28.00-36.00
Lamb, Choice	40.00-44.50	43.00-46.00
Lamb, Good	38.00-41.00	38.00-43.00
Pork Loin, 8-12#	44.00-46.50	43.00-46.00

## CHICAGO LIVESTOCK PRICES

	Apr. 27, 1956	Apr. 25, 1955
Steers, Prime	\$22.50-26.50	\$26.00-31.50
Steers, Choice	19.50-22.50	22.75-28.00
Steers, Good	17.00-19.50	19.50-23.25
Cows, Comm.	12.75-13.75	14.00-15.50
Vealers, Ch.-Pr.	22.00-26.00	24.00-27.00
Vealers, Cm.-Gd.	15.00-22.00	16.00-24.00
Calves, Ch.-Pr.	18.00-23.00	19.00-23.00
Calves, Cm.-Gd.	13.50-18.00	14.00-19.00
F. & S. Strs., Gd.-Ch.	16.00-21.50	19.00-24.00
F. & S. Strs., Cm.-Md.	12.50-16.50	14.50-19.00
Hogs (180-240#)	13.00-15.75	17.00-17.75
Lambs, Gd.-Ch.	21.00-22.25	20.00-21.75
Ewes, Gd.-Ch.	5.00- 6.50	5.50- 6.50

## FEDERALLY INSPI. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
Mar. 1956	1,566	647	6,327	1,216
Mar. 1955	1,524	660	5,491	1,244
3 Mos. '56	4,746	1,835	18,954	3,708
3 Mos. '55	4,359	1,740	15,648	3,547

## OUR CUTE COVER CALF



Photo by Lyle Liggett

## THE STATE PRESIDENTS

Garland Meador, head of the Oregon Cattlemen's Association, describes his ranch as a family setup with his father, in an enterprise started by his grandfather about 1865. It is located in a valley near Prairie City, at an elevation of 3,500 feet, irrigated by gravity flow of a permanent stream. This is hay and

grass country, with very little grain, and with open foothills rising to timbered mountains to 9,600 feet.

Commercial Herefords are raised here. Winter feeding averages four and a half months; the foothills provide spring range; in the summer, forest range is used, and in fall it's aftermath pasture on hay meadows. The Meadors have a test planting of pubescent wheatgrass with several

## BAUMGARTNER SELECTED

John Baumgartner, a past president of the California Cattlemen's Association, has been appointed by Governor Knight as a member of the state board of forestry. Cattlemen and ranchers are in close touch with the work of the board through membership on the range advisory committee to the forestry board.

## OBITUARIES

**R. L. (Bob) Rutter:** Mr. Rutter, a past president of Washington Cattlemen's Association, suffered a fatal stroke on Apr. 16 at the age of 61. He died in the hospital at Ellensburg.

**William G. Balch, Jr.** —This Hotchkiss, Colo., rancher died in a truck accident near his home on Apr. 10. He was president of the Ragged Mountain Livestock Association and secretary of the North Fork Cooperative Anti Cattle Rustling Association.

**Everett Goss Morris:** Mr. Morris, a native of Wood Lake, Nebr., where he resided all his life, passed away Mar. 4 at age 67 while visiting California. A Hereford raiser, Mr. Morris was a past director of the Sandhills Cattle Association and a member of the American National and Nebraska Stock Growers associations.

**Mrs. R. C. Pollock:** The wife of the retired general manager of the National Live Stock and Meat Board passed away at their Oak Park, Ill. home last month. Services were held as Sigourney, Ia.

alfalfas to determine local adaptability for range improvement.

Mr. Meador is very conscious of the cattlemen's pressing problems, which he lists thus: (1) Equitable means of raising funds for promoting the welfare of the industry; (2) Developing a positive approach to farm programs based on economic studies of their effect on industry; (3) Revised grading program based on studies of consumer desires and trends correlated with production costs at various grade levels, and developing exact methods of measuring quality of beef (thus removing the human error factor in grading).

Mr. and Mrs. Meador have one daughter, in school at the University of Oregon, from which institution her father got his B.A. degree in 1927. Garland has served as a member of the school board for several years, is a past president of the local Chamber of Commerce, a past noble grand of I.O.O.F. No. 33 and past chief patriarch of Encampment No. 78.

## CONGRESS NEWS

The President has approved a measure providing \$20 million a year for the next eight years to continue the federal-state campaign against brucellosis. The Senate passed and sent to the House S. 898 to permit agricultural trucks carrying produce to market to be leased without time limit to other operators for return trips. This came after an Interstate Commerce Commission proposal, in an effort to control "gypsy" operators, that leases must be for at least 30 days.

A brand inspection bill recently introduced would authorize a state conducting brand inspection to perform the same services in a federally posted market within the state as the agency would otherwise be required to perform if the market were not posted.

After veto several weeks ago of a farm bill because it would increase surpluses, President Eisenhower may get another bill to prop prices. It would include the soil bank idea, with payments for not using grazing areas and cutting herds. It would also hike supports on oats, barley, rye, grain sorghums and corn outside the Midwest commercial area.

The refund of federal excise on gasoline used on ranches and farms, including feedlots, for ranching and farming purposes must be applied for. First refunds will be made after June 30, covering gasoline bought during the first six months of 1956. The rancher files his claim with the Internal Revenue in his district.

# The Mark of Distinction for Cattlemen



***It's New***  
***It's Beautiful***  
***It's Distinctive***

## ANNOUNCING

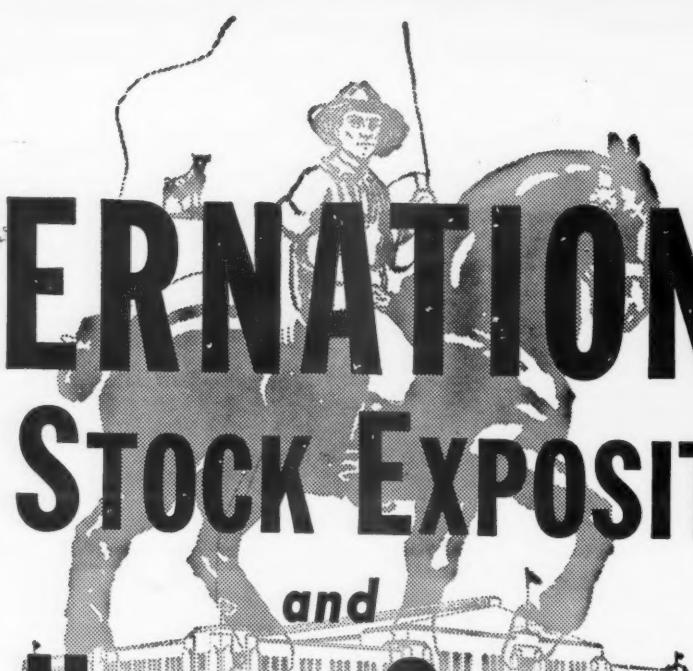
The new emblem of service to the cattle industry. An award of merit to be presented by the American National to members who demonstrate genuine interest in the Association by bringing a friend into the organization. This beautiful tie holder is available in no other way. Die cast of sterling silver it is a medallion you will wear with pride in its beauty and satisfaction in the method of obtainment. Each will be individually engraved with the name of the wearer. Why don't you tell a friend or two about the Association, get their membership and qualify for one of these attractive awards.

## The American National Cattlemen's Association

Dues are only 7¢ per head, minimum annual payment \$10.00. PRODUCER and "Cow Business" included in each membership.

Mail your friend's dues payment to 801 E. 17th Avenue, Denver, Colo. Print your name carefully so we can properly engrave your medallion. (See coupon on page 33.)

... the 56th



# INTERNATIONAL LIVE STOCK EXPOSITION and HORSE SHOW

Nov. 25 to Dec. 3, 1955

★ ★ ★

Prizes at the 1955 International total over \$100,000. Premium lists are now available and will be mailed on application.

★ 27 Breeds Cattle, Horses, Sheep, Swine	★ Meat and Wool Shows
★ Spectacular Horse Show	★ National Shearing Contests
★ World's Biggest Carlot Show	★ International Grain and Hay Show
	★ National 4-H Congress

## UNION STOCK YARD--CHICAGO

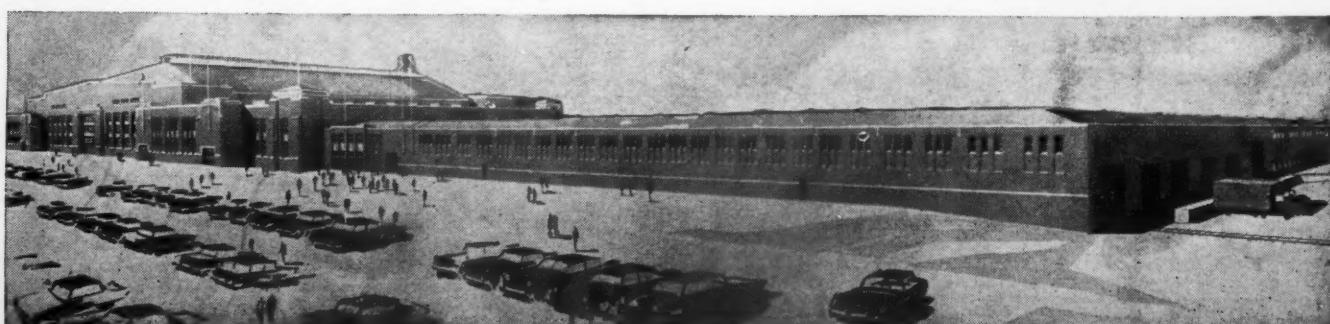
### Secure Horse Show Seats by Mail Order.

Write now to Treasurer, International Live Stock Exposition, 817 Exchange Building, Chicago 9, and enclose stamped envelope for return of tickets. Indicate date, matinee or evening.

Reserved seat and admission: \$3.00-2.50-2.00-1.50

### INTERNATIONAL DAIRY SHOW & CHAMPIONSHIP RODEO OCTOBER 7-16, 1955

INTERNATIONAL AMPHITHEATRE—  
The country's largest show building.



UNI. OF MICH.  
GENERAL LIBRARY  
ANN ARBOR MICH.

now

UNI OF MICH  
GENERAL LIBRARY  
ANN ARBOR MICH